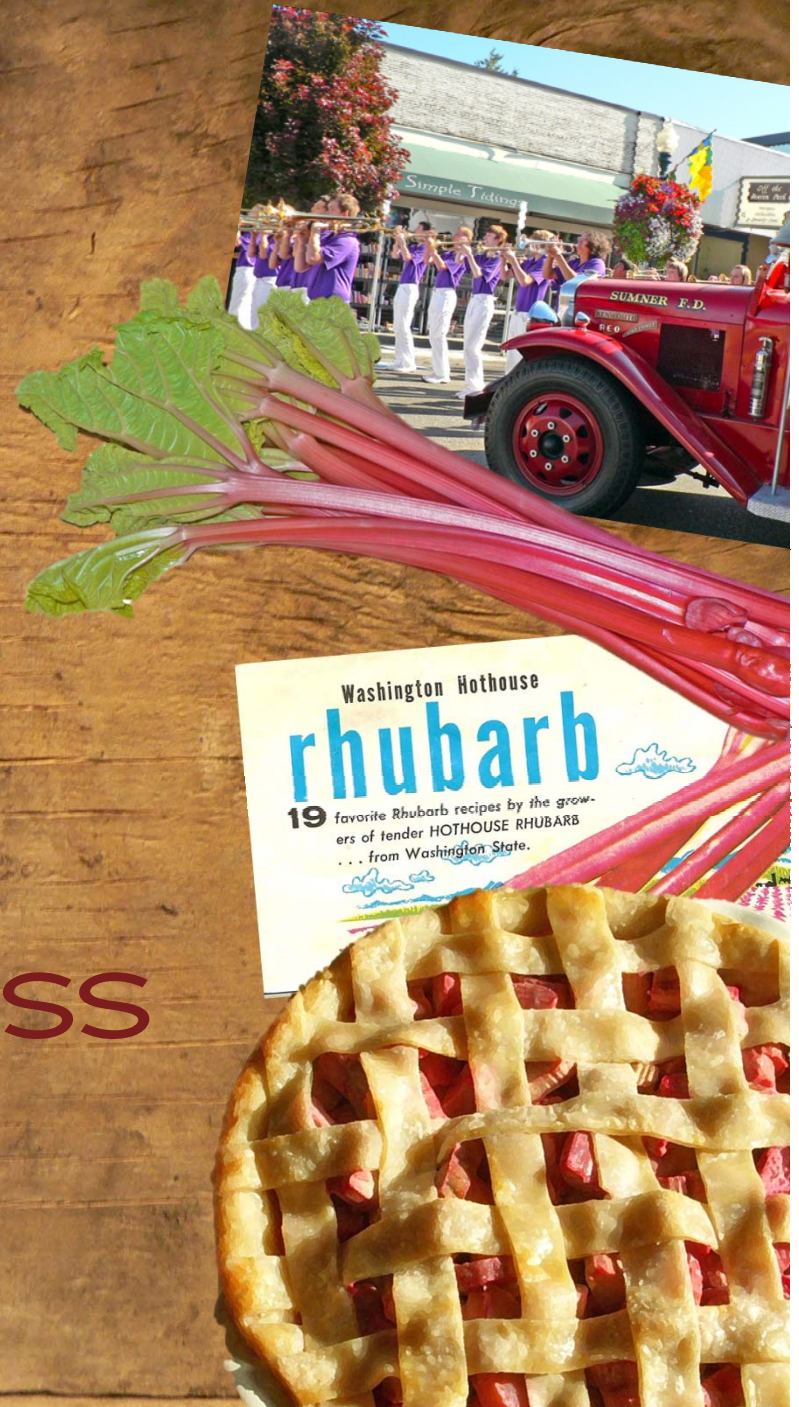


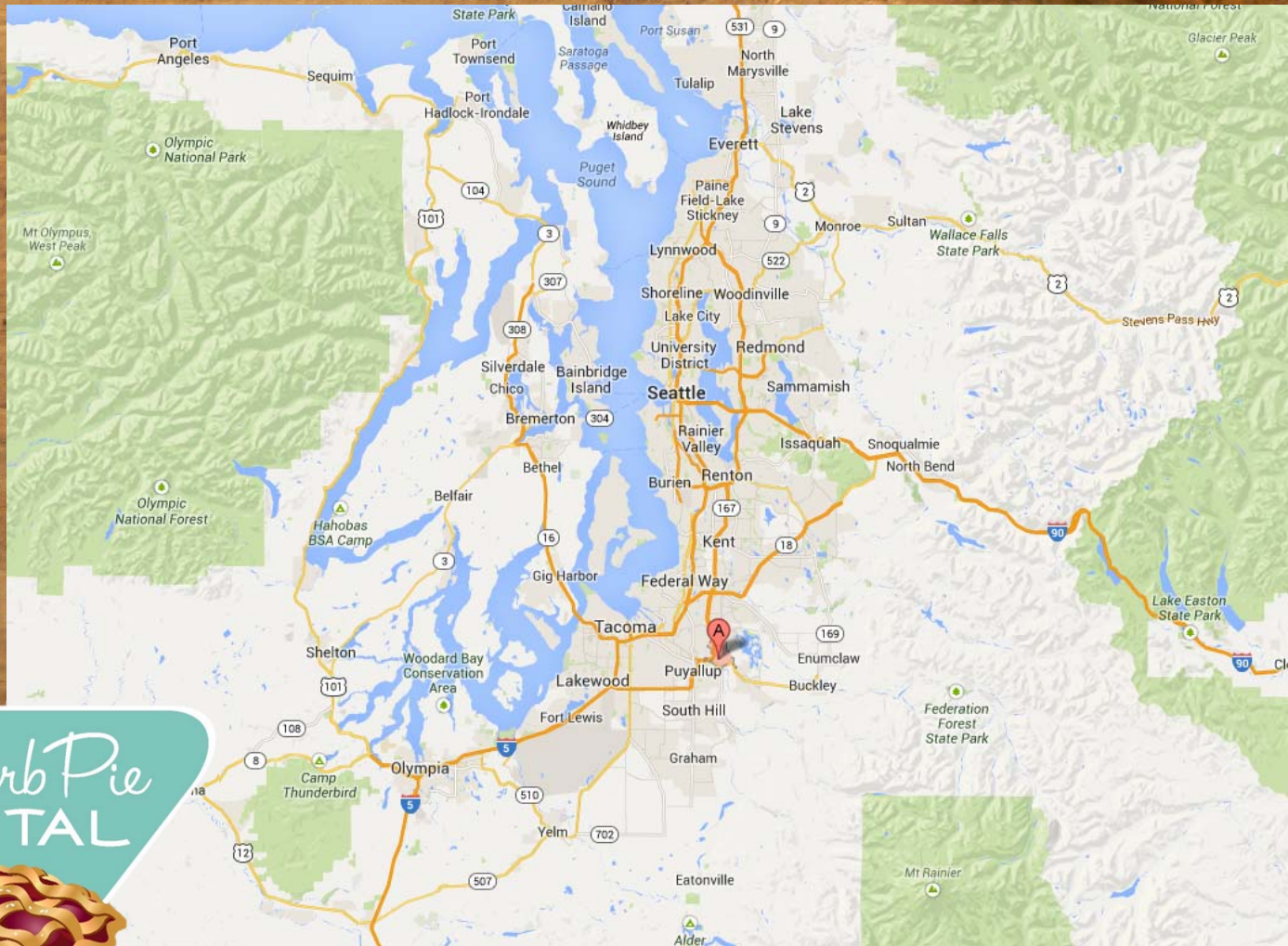


RECIPE FOR TOURISM SUCCESS

Power of the Pie



Welcome to Sumner, Washington



SUMNER, WA

Welcome to Sumner, Washington



Welcome to Sumner, Washington



Rhubarb Pie
CAPITAL



Welcome to Sumner, Washington



Brand Purpose

- Common language/look for all target markets
- Bring in key existing retail so that their media investments work together for greater impact
- Give City and all partners a shared strategy so that all our efforts work together
- Professional presentation



Key Findings: The Good

- Close to natural resources & Seattle/Tacoma
- Small town, friendly people
- Infrastructure--parks, interchange, Sounder
- History, heritage, celebrations
- Downtown, established neighborhoods
- Modernization, new buildings
- Business going well
- Open government, community participation
“Mayberry”



SUMNER, WA

Key Findings: The Challenges

- Roads, transportation, traffic
- “Filling up,” lost sense of arrival/unique identity
- Hard to find, unknown
- Restaurants close early, no teen “hang out”
- Regionalization

“WHERE????”

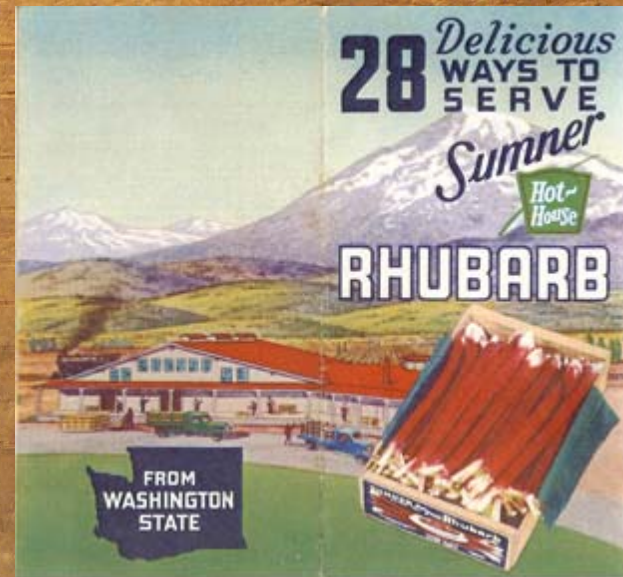
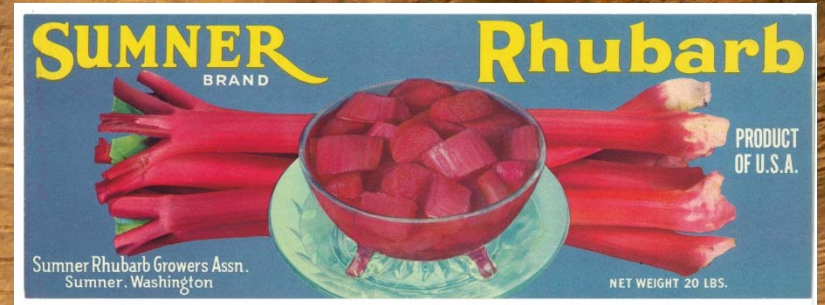


Frame of Reference

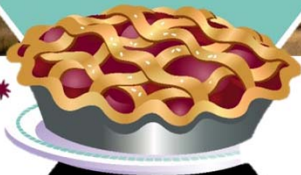
Sumner is an authentic small town that has well planned infrastructure and easy access to a vibrant region.



Already done!

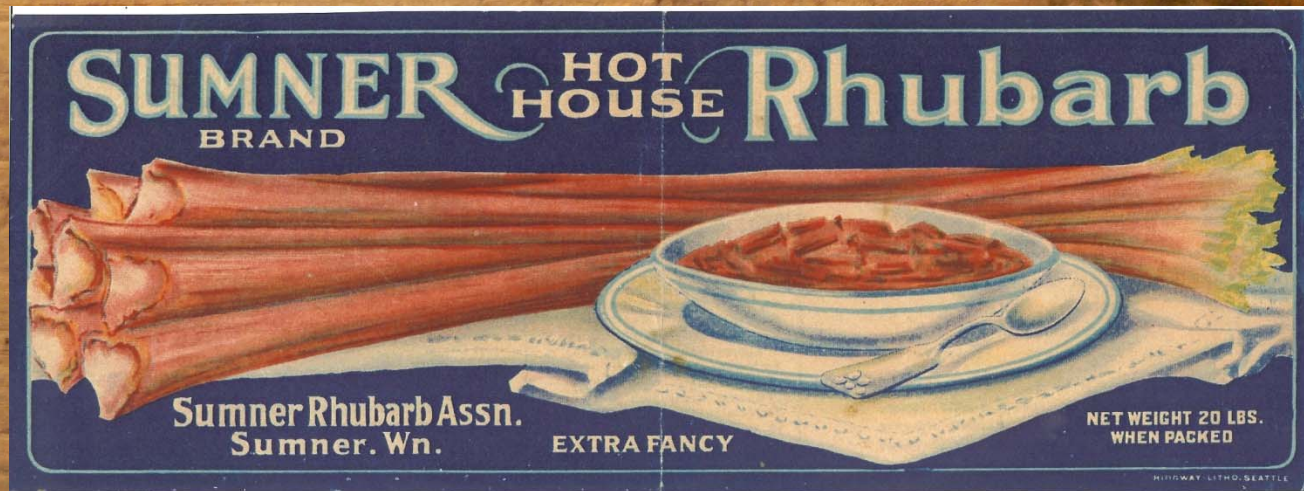


Rhubarb Pie
CAPITAL

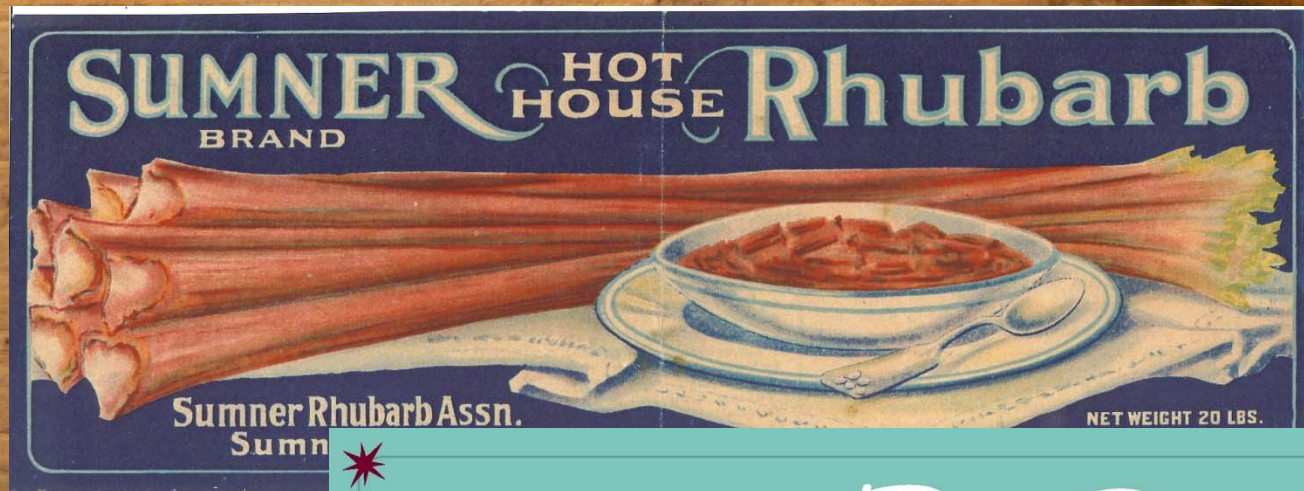


SUMNER, WA

Updating the Classics



Updating the Classics



Invitation



Repetition



SUMNER ARTS COMMISSION PRESENTS

MUSIC OFF MAIN

2013

CONCERTS BEGIN AT 6:30 PM

HERITAGE PARK
CHERRY & MAIN
IN DOWNTOWN SUMNER

Come on in!
SUMNER

SPECIAL OPENING CONCERT
JUNE 28, 6:30 PM
PUYALLUP VALLEY COMMUNITY BAND
BIG BAND, CLASSICS & MARCHES
AT RAINIER VIEW PARK, CORNER OF PARKER & MEADE-MCCUMBER ROADS

AT HERITAGE PARK
JULY 5 ANDY SHOFNER BAND
SUMNER'S OWN HOMETOWN ARTIST WITH ALTERNATIVE/MODERN ROCK AND COUNTRY

JULY 13 GREAT PRETENDERS
CLASSIC ROCK & ROLL THAT BEGAN WITH THE KINGSMEN CAR CLUB PARTY IN 1970

JULY 19 FUNADDICTS
FAVORITE HITS FROM THE '50s TO TODAY

JULY 26 THE COATS
PUGET SOUND'S OWN INTERNATIONALLY ACCLAIMED VOCAL BAND

AUGUST 2 HOT CLUB SANDWICH
HOT GYPSY JAZZ STRING BAND
PART OF THE SUMNER FINE ARTS FESTIVAL

Home Cooking!
Need dinner at the concert?
Dixie's Home Cookin' will be
offering All-American fare,
from hamburgers to ice-cream,
for your dining pleasure!

PRESENTED BY

SUMNER Arts COMMISSION

SUMNER

An event of the
Summer Rhubarb Pie Festival
www.rhubarbpiecapital.com

WWW.CISUMNER.WA.US

Summer Meadows Art & Garden Show

June 13, 10-am - 5 pm
at Summer Meadows Golf Links

Discover the art of gardening! WSU Master Gardeners provide advice while the Big White Tent houses unique artworks available for purchase. Find great gifts for Father's Day, Graduation or your own backyard.

Proceeds benefit the Sumner Family Center.

Opportunities



Opportunities



Rhubarb pie made from scratch at Sully's Cafe

When the Northern Pacific Rail Line was first built in the 1890s, it guided the growth of Sumner's downtown and residential communities. Today everything essentially remains within a 15-minute walk of the train depot. Anchored with beautiful parks like Loyalty Park, noteworthy schools and friendly neighbors, you may think you've stumbled onto a piece of Americana the moment you roll into town.

"Spartan Agency (a project management company in Sumner) has a regular bunch of visitors on a daily basis," says Shelly Schlumpf, executive director for the Sumner Downtown Association. "The company owners – Carol and Glenn Whaley – are Sumner High School graduates and they keep a candy dish on the front counter. I wouldn't want to guess how much she spends a month keeping it full."

Sumner's city calendar is booked with community-wide events: the four-part Daffodil Parade, which takes place every April in Thoma, Puyallup, Sumner and Orting (also the third-ranking floral parade in the nation); Music of Main (a free summertime music series) and Wine Walks (a walking tour of historical downtown with wine-tasting stations along the way). East Main Street is home to many budding businesses, including hip, tasty restaurants like Sorci's Italian Café & Market, glittering boutique shops like SugarBabies and Decaterina's Fine Jewelry, and home décor shop Art & Home Design. Up North Main you'll find the industrial district where warehouses sit with nearby highway access, connecting them to the rest of the world.

It's because of the town's access to, not one, but two major highways, along with a Sounder train stop, that Sumner is easy to get to and makes commuting to Thoma and even Seattle a doable trip. But with more than 6,000 jobs within Sumner's city limits, many residents work in town, either in agriculture, food manufacturing, wood-products production, warehousing or distribution services.

Once you visit Sumner you may just not want to leave. With award-winning schools, safe neighbors, beautiful parks and a pedestrian-friendly downtown core, Sumner may have it all – that and one amazing piece of rhubarb pie.

WHAT'S IN A NAME?

Back in the day, Native Americans of the Green and White river valleys were called "the Muckleshoots." They referred to the White River as Stuck River, derived from the Native American word "Stuch um," meaning "big fish." And because the river was named Stuck River, the nearby town complied with the name "Stuck Junction."

Later, J.P. Stewart, the man who helped establish the town's first post office, renamed the area "Franklin" after his hometown in New York. But with so many places named Franklin, delivering the mail was becoming more difficult for postal workers. So, the U.S. Postal Department asked that the name of Stewart's post office be changed.

Three influential locals – John Kincaid, L.F. Thompson and George Ryan – took it upon themselves to create a new name for Franklin, Wa. When the men were unable to agree upon a name, each put his suggestion on a slip of paper and into a hat. A boy passing by was asked to draw the winning name from the hat; the slip he pulled out said "Sumner." And the first official unveiling of the new name – Sumner – was on the railroad depot just after the city officially became incorporated in 1891.

The city's name was inspired by Charles Sumner, a 19th century senator from Massachusetts, known for his support for abolishing slavery. And, according to "The Daffodil Valley Times," Sen. Sumner was sitting with President Abraham Lincoln at the Ford Theater in Washington, D.C., when Lincoln was assassinated. Sen. Sumner cradled Lincoln's head and held his hand until the president died. >>>

WHY RHUBARB?

The East Coast may be home to the Big Apple and Florida, the land of oranges, but Sumner has been crowned "The Rhubarb Pie Capital of the World." It is noted that Sumner's first rhubarb crop was grown in 1893. By 1908, rhubarb farmers established the Sumner Rhubarb Growers Association to band together and market the crop. Then, in 1915, a local farmer by the name of Bill Dobson developed a method of farming rhubarb plants inside sheds, thus creating "hothouse rhubarb." Later, in 1927, Sumner formed the Washington Rhubarb Growers Association, which still is in existence today. In fact, the association is the largest shippers of fresh and frozen rhubarb in the nation.

At the same time, flower bulbs are actively cultivated in Sumner. From daffodils to tulips, locally grown flower bulbs are held in high regard, even celebrated. In 1924, in an effort to protect local crops from national competition, Sumner flower growers banded together to prevent East Coast bulbs from infiltrating the area.

THE 'SMOOTHEST' COFFEE

With sales reaching \$10 million and projected to double in size every three years, you may not expect a coffee giant in the making to be crouched down in one of Sumner's warehouses, but look closer and you'll discover Dillanos Coffee Roasters.

What started out as one coffee stand in 1991 has expanded to one of the area's largest coffee distributors. "While it's true that all three of Dillanos principles (Howard Meyer, chairman; Chris Meyer, president; and David Morris, CEO) all attended Sumner High School, the reason they chose to locate in Sumner is because of its central location, proximity to freeways and its small-town, community feel," says Keith Hayward, vice-president of Dillanos. But this "small-town" company has been percolating across the country in coffee shops located in New York, California, Florida and just about everywhere else.

In November 2002, Dillanos opened its "state-of-the-art" headquarters in Sumner. The 25,000-plus square-foot space is a top-of-the-line roasting facility that can fill even the biggest orders while maintaining "small batch, handcrafted quality," says Hayward. Local residents and day-trippers alike can tour the expansive Dillanos headquarters and at the end, enjoy – what Dillanos has branded – the World's Smoothest Cup of Coffee.

Dillanos has literally written the book on how to be a creative, successful, fun company. "Our book, 'Brewing a Creative Culture' is mandatory reading for any potential new employee," said Hayward. It's available at bookstores, too.

Dillanos beans are flown in from the tropics of Cancun and Capricorn and roasted in Sumner. They are filling the cups of retailers such as Bigfoot Java, Crusin' Coffee and are the Seattle Space Needle's private label.

As far as putting a Dillanos coffee shop on every street corner, Hayward says the main goal is to help customers become successful in their own business. "However," he smiles, "a flagship Dillanos retail location is a possibility (in Sumner)."

Details: dillanos.com




Opportunities

THE UNIVERSITY OF PUGET SOUND PEOPLE AND IDEAS FOR AUTUMN 2013

arches

Comestibles

We drop by a few alumni-owned eat-and-drinkeries



PLUS Have gavel, will travel: The Washington State Supreme Court, now and in 1888



One Sweet Veggie

SAMPLE RHUBARB PIES, SHAKES AND BEER

By Anne Emery

Rhubarb is typically harvested in late spring and again in fall, peaking in the month of June.

Summer's coming and that means rhubarb is ripe and ready statewide. Throughout the Puget Sound, the cookies, pies, wares, beer and milkshakes are just a few of the many rhubarb-baked goodies you'll find as you stroll Summer and beyond this season.

As the second-largest producer of rhubarb in the continental United States, Sumner is known as the Rhubarb Pie Capital of the world, and it plans to celebrate its style this season. Filled with different organizations highlighting individual events, the city is working with private this year to promote a six-week-long Summer Rhubarb Pie Festival.

"This year Sumner allows every body to showcase their efforts to make

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"This year Sumner allows every body to showcase their efforts to make

Sumner is destination," explained Lucene M. Lee, executive director of the Sumner Downtown Association.

From June 28 to Aug. 16, Sumner will host a variety of events and activities to promote the community, local agriculture and history. Here are some highlights:




Northwest Brewing Company in Pullman makes a seasonal raspberry rhubarb beer. After mashing and fermenting rhubarb with hops and yeast, the mixture is brewed to make beer. The brew is added to the brewing company's local Rhubarb beer, a Belgian blonde ale, along with raspberry juice. "It was pretty popular last year," brewmaster Greg Pothoff said.

Shady Martini Bar in Kent offers a raspberry rhubarb martini when rhubarb is in season. It's made with vodka, rhubarb syrup, Chambord, Cointreau and freshly squeezed lemon juice.

78 | spokanejournal.com

Opportunities

NEIGHBORHOOD OF THE WEEK | Summer

A place where you can turn back the clock



This clock and street scene near Loyalty Park in Summer reflects the city's efforts to maintain its quaint, small-town character.

OLD AND NEW | Summer is home to classic bungalows and new developments.

BY SANDY DENHAM
Special to The Seattle Times

SUMNER — Say you're considering a move to Sumner, that sweet little town nestled near the Pierce County-King County line. You've checked out the enviable schools, scooped out a primo view of towering Mount Rainier and plotted your quick commute from the spiffy downtown Sounder train station.

You're not done yet. Any move — or possibly even any visit — to Sumner also requires the following basic necessity:

One big honkin' box of donuts. Sumner so completely embodies the nostalgic ideal of small-town America, it's hard to stay long without snacking up.

Even its Web site, www.ci.sumner.wa.us, prominently displays a city logo that makes it appear that Sumner ("Incorporated 1891") is an endless row of brightly yellow daffodils leading to the foot of Mount Rainier.

Nearly every occasion is cause for a parade down downtown's quaint Main Street, packed with proud parents, neighbors and



WINDHAM REAL ESTATE

This 1,393-square-foot, three-bedroom condo built in 1995 on 146th Avenue Court East in



WINDHAM REAL ESTATE

This remodeled 2,304-square-foot, five-bedroom 1924 Craftsman-style home on Wood Avenue in Sumner recently sold for \$289,950.



COURTESY DENHAM / THE SEATTLE TIMES

Summer, which was incorporated in 1891, has a number of grand, older houses.

Summer

Population: 1,925

Distance to downtown Seattle: About 30 miles

Schools: Sumner is served by the Sumner School District, which includes two high schools, Sumner and Bonney Lake.

Recreation: DuPont Valley Sports Complex, a 12-acre city-run recreation facility with three regulation-size baseball/softball fields, a skatepark, restroom, concession stand and Sumner High School nearby. Washington Street and Graham Avenue.

Historic fact: Sumner, originally known as Stack Junction, is at the junction of the Populap River and Stack Creek (now known as the White River).

credit" rates and "the credit scores — eliminating bankruptcies and mortgages, even when it is secure.

Such services — pre on the Internet and in especially attractive — want to buy a house, 30 acres are too low 5 through FHA, Fannie Mae.

The problem with new, say federal and it is that their promises are illegal.

Last week, the Federal Reserve and 34 state attorneys announced the "Clean Sweep," targeted operations nationwide take consumers' money for boosts in credit cannot deliver.

In the first phase of the FTC sued even closing multiple violations. Repair Organizations, Credit Trade Commission.

Under the credit regulations or individual fees upfront from fore rendering services credit bureau files.

That law also bars promising improvements, such as eliminating records on foreclosures that typically national bureau files 1 years.

The FTC said the suits were prompted by the 4,400 consumer against companies in Working with real information from loan

ness Bureau, the closed credit repair centers pitches and on media, and sometimes users pose as potential most allegedly illegal.

In one case, Identity Report Services of Beach, Fla., the consumer advertisements prove negative marks that credit report can be

! Things like late payment accounts, charge-offs, bankruptcy and Clean Credit Report move all the negative, little as three months.

The FTC's suit also quoted a sales promising that within "months," the firm would solution to get those deleted for you so score can increase.

Your scores at least to the 700 — mark, 10 classes (increase) or that."

The FTC suit says only sign a contract must "pay an advance \$400 before process

Please

In this section
OWNER FINANCE
sellers also be lenders.



SKIPPING BILLS:
or credit card?

MORTGAGE RATES

THE NEWS TRIBUNE

YOUR GUIDE TO THE SOUTH SOUND AND BEYOND

ALSO INSIDE

Short 'Circuit' Mystery-thriller starring Eric Bana is short on the thrills **MOVIES/12**

Red hot tour Megastar Taylor Swift takes over the Tacoma Dome **MUSIC/17**

Bumbershoot Highlights include Death Cab, Heart and a zombie invasion **MUSIC/18**

DELICIOUS

PIE AHEAD

YUM!

YEA!

What pairs well with late summer? Pie. Follow our meandering trail of pie stops from Bonney Lake to Ashford.

EATS/6

PLUS > Things to do on a break between pie stops. **EXPLORE/7**

AUG. 30-SEPT. 5, 2013

Opportunities



Opportunities



Opportunities

SPECIAL OFFERS INSIDE

Seattle


PREMIER ATTRACTIONS

The unlimited possibility of a single day



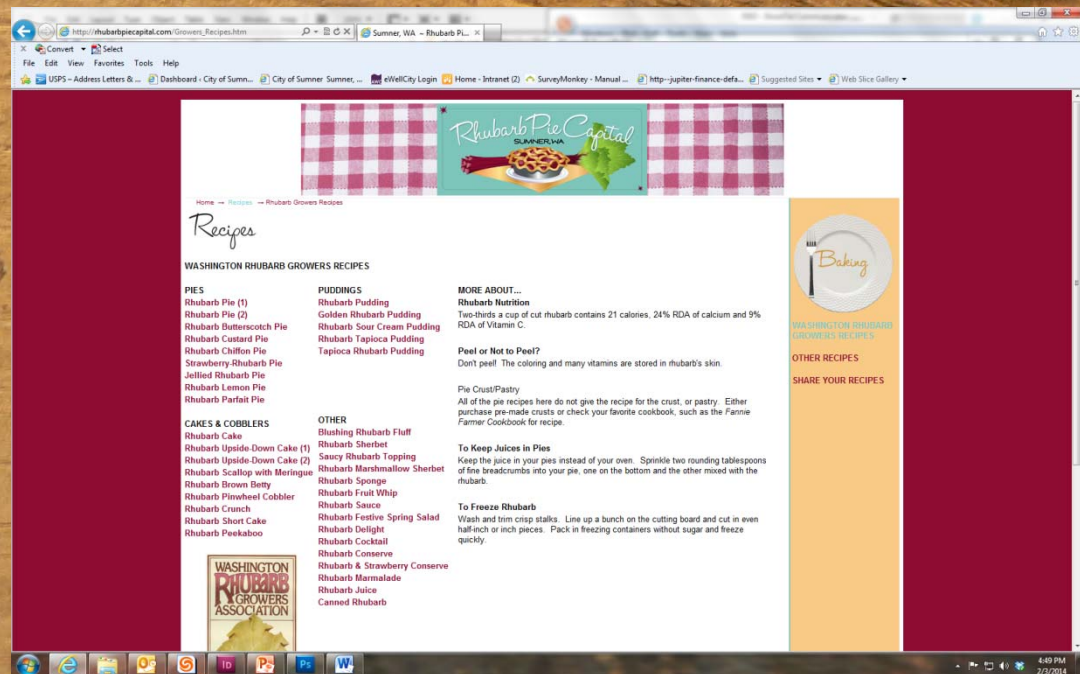
Come on in to Sumner for a slice of hometown hospitality. Famous as the Rhubarb Pie Capital of the World, Sumner dishes up boutique shopping on Main Street, four seasons of fun events, and--of course--rhubarb pie.

Sumner's Holiday Inn Express & Suites offers the perfect "home" for your visit with easy access to Seattle, Tacoma, the Washington State Fair and Mount Rainier. Plan your visit at the Sumner Visitor Center, located in The Old Cannery Furniture Warehouse.




FREE COFFEE WITH PIE
Show this ad at the Berryland Café for a free cup of coffee when you buy a slice of Lola's famous pies.

www.RhubarbPieCapital.com

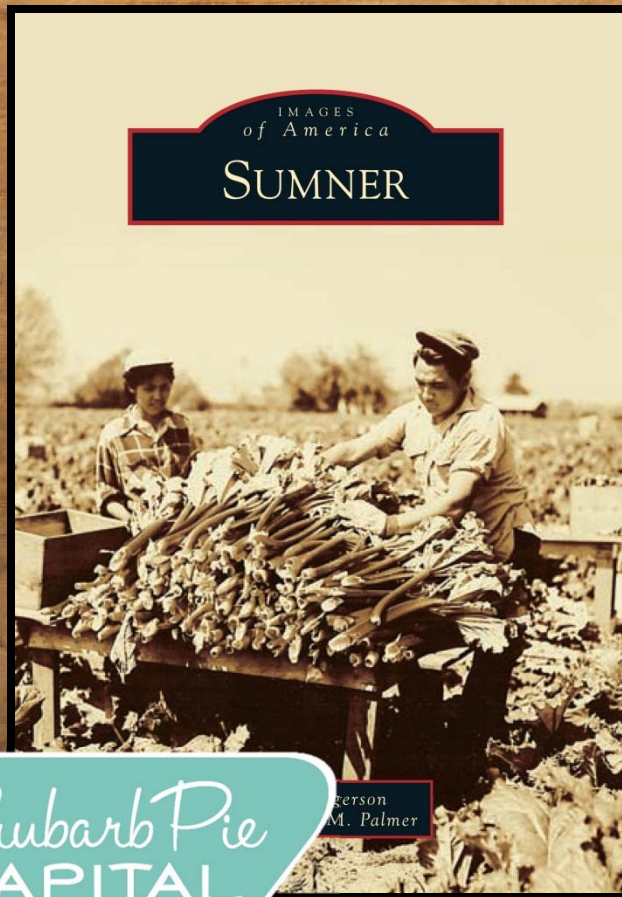


The screenshot shows a web browser displaying the "Rhubarb Pie Capital" website. The page is titled "Recipes" and lists various recipes under the heading "WASHINGTON RHUBARB GROWERS RECIPES". The recipes are categorized into "PIES", "PUDDINGS", "OTHER", "CAKES & COBBLERS", and "MORE ABOUT...". The "PIES" category includes Rhubarb Pie (1), Rhubarb Pie (2), Rhubarb Butterscotch Pie, Rhubarb Custard Pie, Rhubarb Clifton Pie, Strawberry Rhubarb Pie, Jellyed Rhubarb Pie, Rhubarb Lemon Pie, and Rhubarb Parfait Pie. The "PUDDINGS" category includes Rhubarb Pudding, Golden Rhubarb Pudding, Rhubarb Sour Cream Pudding, Rhubarb Tapioca Pudding, and Tapioca Rhubarb Pudding. The "OTHER" category includes Blushing Rhubarb Fluff, Rhubarb Sherbet, Sassy Rhubarb Topping, Rhubarb Marshmallow Sherbet, Rhubarb Sponge, Rhubarb Fruit Whip, Rhubarb Sauce, Rhubarb Festive Spring Salad, Rhubarb Delight, Rhubarb Cocktail, Rhubarb Conserve, Rhubarb & Strawberry Conserve, Rhubarb Marmalade, Rhubarb Juice, and Canned Rhubarb. The "CAKES & COBBLERS" category includes Rhubarb Cake, Rhubarb Upside Down Cake (1), Rhubarb Upside Down Cake (2), Rhubarb Scallop with Meringue, Rhubarb Brown Betty, Rhubarb Pinwheel Cobbler, Rhubarb Crunch, Rhubarb Short Cake, and Rhubarb Peekaboo. The "MORE ABOUT..." section provides information about Rhubarb Nutrition, including the fact that two-thirds of a cup of cut rhubarb contains 21 calories, 24% RDA of calcium and 9% RDA of Vitamin C. It also includes a "Peel or Not to Peel?" section, a "Pie Crust/Pastry" section, a "To Keep Juices in Pies" section, and a "To Freeze Rhubarb" section. The website has a red and white checkered header and footer, and a sidebar on the right with a "Baking" logo and links to "OTHER RECIPES" and "SHARE YOUR RECIPES".

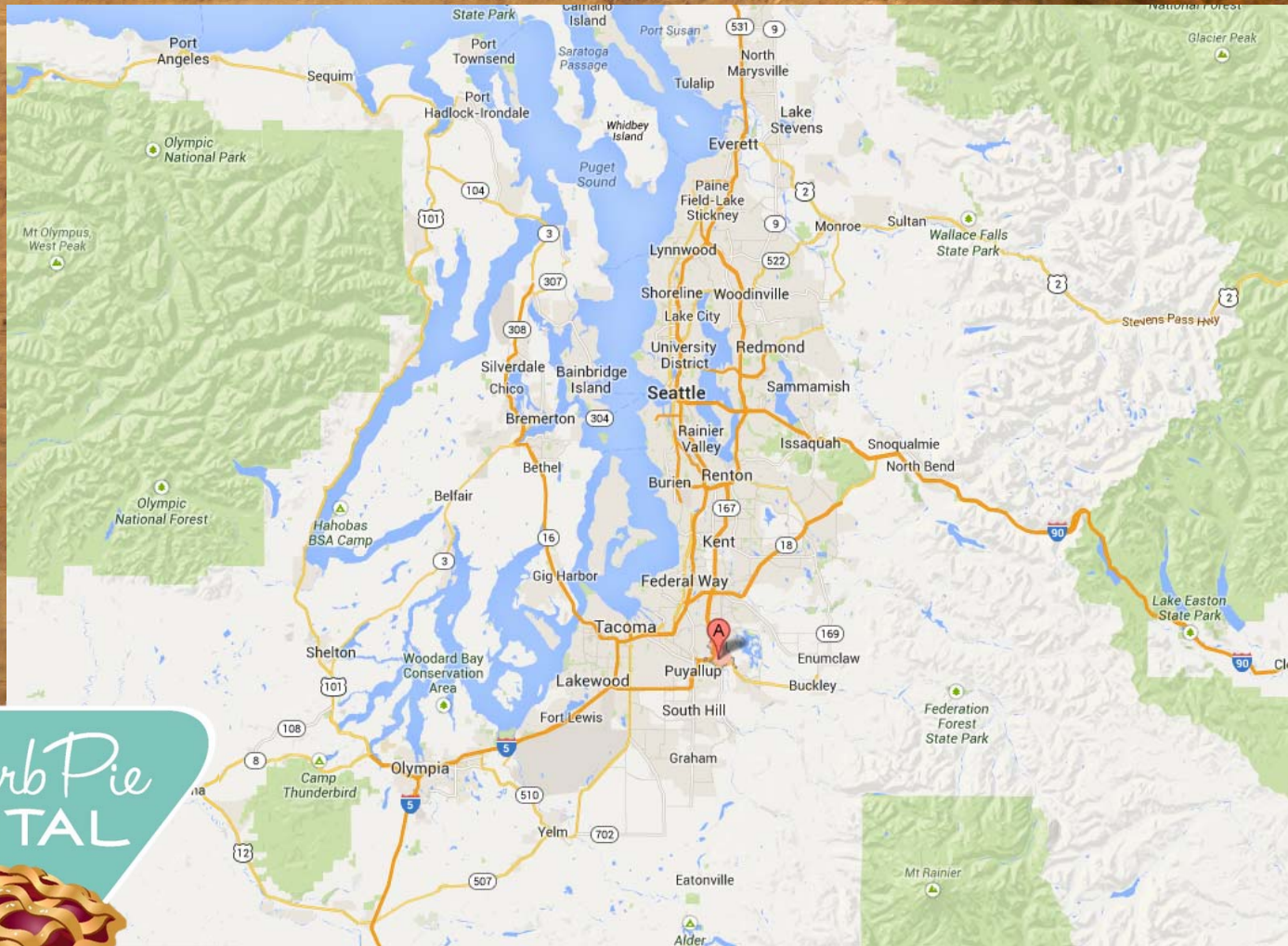
Opportunities



Opportunities



Welcome to Sumner, Washington



SUMNER, WA

Changing the Discussion



Ideas for Your Community

- Examine what you deliver vs. want to deliver
- Outside perspective
- Look into your history
- Remain authentic
- Seize every opportunity
- Listen to what people want to say
- Use limited \$\$ wisely
- Make lots of friends



Power of Partnership



Power of Partnership

To learn more:

- Visit Sumner
- Look at other communities

Carmen Palmer, carmenp@ci.sumner.wa.us

