



ANNUAL REPORT 2022

Dear Community Members:

Bayview Corner first captured my heart in 2002 on a visit with my partner Susanne. It was the friendly feeling of a welcoming community we found here that motivated us to move to Whidbey Island the following year. How to explain it, that strong sense of community?

After 10 years as the executive director of Goosefoot, I'm still not sure I have found the words to accurately describe it. But that is exactly a major part of Goosefoot's mission: "to develop a sense of place and community." I knew in 2002 that I wanted to join the team at Goosefoot in fulfilling that mission. Eleven years later, in 2013, I had just that opportunity by being appointed executive director.

And now, I am retiring from this incredible organization, whose foundation is built on supporting this community and building a thriving South Whidbey. And that commitment to place and community is as strong as ever, even as our programs and staff have grown.

In "looking back" over the last decade, I see many amazing achievements that the Goosefoot team (board, staff, donors, and volunteers) has accomplished. Supporting our local food system and addressing food insecurities; offering substantial funding to the South Whidbey School District Garden Program; creating a free business workshop program for small businesses; developing a shared commercial kitchen project for local food business entrepreneurs; growing the Goose Community Grocer into a thriving, profitable business; assisting our tenants through the COVID pandemic closures and slow-downs; offering community grants to local non-profit organizations; and providing free community events throughout the year, such as our summer street dances, art shows in the Hub Gallery, and the upcoming Mardi Gras party on February 21. And most recently, working on creating affordable, workforce housing on Whidbey.

Being a member of the Goosefoot team has been the most important accomplishment in my lifetime. I have loved every day of my job, even the really difficult days. I am honored that I was able to carry Nancy Nordhoff's vision forward, and that the staff and board were there every step of the way to guide and assist me in that endeavor.

The experience of working with Goosefoot and our community to bring about positive change is something I will always treasure, and I am very grateful to have been given that opportunity.

In Gratitude,

Sandy Whiting
Executive Director

Goosefoot works together with the South Whidbey community to create essential solutions. We address community needs, connect neighbors, grow local businesses, and preserve great places.

Inside Goosefoot

Goodbyes & Hellos

Our long-time bookkeeper Jeanne Celeste retired and we wish her all the best as she pursues her artwork and other creative endeavors. Goosefoot welcomed new staff member Mariah Beard as Administrative Coordinator, and Kevin Dunham, Karen Larsen Gordon, and Clyde Shavers as new board members.

Addressing Community Needs

Housing

Continuing our housing work that began in earnest in 2021, JR and Cally Fulton approached Goosefoot to help them realize their dream of placing affordable rental housing on property they owned in the City of Langley. With the Fultons offering favorable terms on the land, and with the help of anonymous donors offering half the purchase price, Goosefoot moved forward to “land-bank” the property for future development. Simultaneously, we contributed staff and seed money towards establishing a new housing group. This group will raise the remaining funds for the purchase of the property, as well as establish a model of financing, development, management, and partnerships that can be used to expand housing throughout Island County.



Property at 2nd & DeBruyn “land-banked” for future rental housing development.

Essential Needs Fundraiser

For the second year in a row, Goosefoot and the Whidbey Community Foundation (WCF) partnered on a community-wide fundraiser that raised more than \$125,000 for the Opportunity Council to provide assistance to households struggling from the impacts of the continued pandemic. The fundraiser was seeded with \$50,000 (\$25,000 each from Goosefoot and WCF), with community members donating either directly or through the Goose Community Grocer’s Round Up program.

Round Up for Charity

Thanks to generous shoppers, the Goose Community Grocer’s Round Up program raised a record-breaking \$92,891.68 for 10 local organizations. The Round Up program enables shoppers to donate to local charities by rounding up their purchase at the register to the nearest dollar.

Connecting Neighbors



Visitors explore the new Art for All show in the Hub Gallery

Hub Gallery Art Shows

Art continued to play an important role in celebrating our talented and creative community with a full schedule of solo and group art shows on view in the Cash Store. Our newest show—*Art for All*—featured 35 local artists and 181 works of art all priced at \$100 or less. On view during November/December, the show was wildly successful with 67 pieces purchased. Emerging artist Keppi Ross, showing her work for the first time in public, sold 13 pieces!

Hats Off to You

As a thanks to loyal Goose shoppers, we returned to the Hats Off event. Dave Lux of DLUX BBQ and his son volunteered in their vintage fire truck to cook up free burgers and hot dogs, with sides from the Goose deli. And to cap off the event, a decorated hat contest showcased the creativity of dozens of local residents.

Recent transplant Betsy Waving, a nurse at WhidbeyHealth, got her whole family together the night before the event to decorate a hat for each of them. She was thrilled to find such a welcoming and creative community.

Street Dances

Our 2022 Street Dances broke records for number of attendees, proving they have become THE can't-miss events of the summer. Locals have friends plan their visits around the dates and to catch favorite bands. We could hardly contain the outpouring of love, excitement, and friendship that came with each dance; even the sun couldn't resist shining bright for every single one. We welcomed visitors from as far as Latin America, Germany, Sweden, and Africa. For each of you that joined us in dance, stopped by the bar to say hello, and turned up early to not miss any of the fun, thank you from the bottom of our hearts!



Betsy Waving, in the middle with her family, won Best Whidbey Hat with her tribute to "Trillium and Wacky Whidbey Mushrooms."



The stars of our event poster art returned for even more fun.



Rubatano Marimba's special guest Kanukai Chigamba leads the crowd in some new moves.

Growing Local Businesses

Agricultural Resources Committee

To better serve our robust agricultural community, Goosefoot and the Whidbey Island Food Resiliency Consortium (WIFRC) developed the Agricultural Resources Committee (ARC). Smaller and more focused than the WIFRC, the ARC is dedicated to amplifying the voices of small farmers, helping them navigate county and state regulations, and working collaboratively to address issues faced by agricultural producers. Still in the quiet phase of discussion and planning, ARC is looking forward to becoming active in 2023.

Whidbey Kitchen Update

Goosefoot decided to locate the shared, incubator commercial kitchen in the former location of the Big W and Neil's Clover Patch at Bayview Center. The floor-plan will incorporate professional grade food processing and baking equipment and cold and dry storage. Even though it meant an amicable end to our partnership with the Port of South Whidbey, the new location gives us the opportunity to move forward and bring this much-needed feature to our small food business community.

Young Professionals Week

A program for young professionals by young professionals was finally brought to fruition after years of being on our wish list. Young Professionals Week, in mid-April, was designed to build and strengthen community for business owners and leaders on Whidbey under the age of 45. Events included finance and branding workshops, a farm to restaurant potluck, and a networking breakfast with over two dozen Central and South Whidbey young professionals. The volunteer planning team is already busy organizing 2023's events.

Hybrid Business Workshops and Meetings

We installed a camera, speakers, and microphones in our meeting room, relocated from the Bayview School Building to the Front Room on the second floor of the Cash Store. This allows us to offer workshops in a hybrid format: participants can choose to attend from their homes via Zoom or in person. The equipment has also been used by non-profits and businesses renting the room for board meetings and trainings, groups who may not have the resources to organize hybrid events themselves.



South Whidbey@Home uses the new equipment to teach about Alzheimers impact and support.

New on Tap at the Taproom

Francesca Coenen-Winer, long-time manager of the Taproom@ Bayview Corner, took a step forward and purchased the business from original owners Damien and Tiffany Cortez. Goosefoot is proud to support young business owners and we look forward to the creativity that Francesca will bring to her new venture!

Preserving ~~Great~~ Necessary Places

While not scenic or historic, Goosefoot also needs to maintain those “necessary” places at both Bayview Corner and Bayview Center—like the Goose Grocer and the spaces our small business tenants lease from us. We take our responsibility as a property owner and landlord seriously. As our buildings age, attention needs to be paid to more mundane repairs and preservation tasks.

Preparing for Rain

The Bayview Appliance & Mattress building faced a repeated challenge: water would accumulate in the parking lot, run down the stairs at the back of the building, and flood the basement storage. For years, Goosefoot staff have maintained a sandbag barrier at the top of the stairs, but this year they installed a new curb to prevent flooding when the storm drain just can't keep up with Washington rains.



Community member Francis Johnson with one of her Goose-themed outfits at Hats Off to You.

More Storage at the Goose Grocer

The Goose Grocer has always struggled with limited storage capacity. After the Big W closed at the end of 2021, we recognized that a restaurant space that large was simply unfeasible. Our facilities team constructed new walls and walkways to divide the space in two. The unit closer to the grocery store was converted into cold and dry storage. This has not only enabled the grocery store to better maintain their wide variety of products, it has also cleared up the store's aisles and walkways, making the store more accessible to all shoppers.

Goosefoot Board Members

Leigh Bloom
Kevin Dunham
Bob Gentz
Karen Larsen Gordon
Betsy Hofius
Candace Jordan
Patrick Kennedy

Goosefoot Staff

Pam Leloup
Ted Ravetz
Chris Salomone
Clyde Shavers
Jean Singer
Marcia Wiley

Mariah Beard
Fredde Butterworth
Rose Hughes
Marian Myszkowski
Sami Postma
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Stephan Ross
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