



Dan Eernisse

Economic Development Manager, City of Shoreline

Dan joined the City of Shoreline after ten years serving in the private sector as development lead on over \$300 million of residential, retail, and lifestyle-center development. As Economic Development Manager, Dan focuses on attracting investment to Aurora Ave N that will transform Shoreline's 3-mile corridor from an aging strip retail corridor into an eclectic 21st Century neighborhood and employment center. Dan is also the President of Lavoro Development, Inc., holds degrees in both business and theology, and teaches real estate investing and business ethics at two Seattle-area universities. He is a proud member of a family that includes a triple-threat daughter, a Renaissance son, and their extraordinary mother.

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Shoreline is the first bedroom suburb of Seattle, too close to downtown to enjoy inexpensive land, but too far out to enjoy urban rents. In this setting devoid of much historic placemaking investment, no robust development has occurred since the sixties. I believe that placemaking holds the key to attracting investment that will allow Shoreline to experience a Renaissance in development; but more importantly, if done well, Shoreline can provide a model to the millions of Americans who live in suburbs yet are stumped at how to create civilized public spaces and people interactions. Shoreline's greatest opportunity for placemaking—and the most tangible reason for my participating in the Making it Happen training—is Aurora Square, a 40+ acre retail and office center anchored by a 1967-vintage Sears that lies along Aurora Avenue, our freshly rebuilt stretch of SR-99.