



City of Tukwila
**Planning and Community
 Development Committee**

- ◆ Cynthia Delostrinos Johnson, Chair
- ◆ Kathy Hougardy
- ◆ De'Sean Quinn

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K. Hougardy	D. Cline
D. Quinn	R. Bianchi
T. McLeod	C. O'Flaherty
	A. Youn
	L. Humphrey

AGENDA

MONDAY, DECEMBER 5, 2022 – 5:30 PM

THIS MEETING WILL BE CONDUCTED BOTH ON-SITE AT TUKWILA CITY HALL AND ALSO VIRTUALLY, BASED ON THE GOVERNOR'S PROCLAMATION 20-28.

ON-SITE PRESENCE WILL BE IN THE HAZELNUT CONFERENCE ROOM (6200 SOUTHCENTER BOULEVARD)

THE PHONE NUMBER FOR THE PUBLIC TO LISTEN TO THIS MEETING IS: 1-253-292-9750, Access Code 223807533#

Click here to: [Join Microsoft Teams Meeting](#)

For Technical Support during the meeting call: 1-206-433-7155.

Item	Recommended Action	Page
1. BUSINESS AGENDA Economic Development Plan, Vision and Goals. <i>Derek Speck, Economic Development Administrator</i>	Forward to 12/12 C.O.W. Meeting.	Pg.1
2. MISCELLANEOUS		

Next Scheduled Meeting: *January 2023*



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INFORMATIONAL MEMORANDUM

TO: Planning and Community Development Committee

FROM: Derek Speck, Economic Development Administrator

DATE: November 28, 2022

SUBJECT: Economic Development Strategy – Draft Vision and Goals

ISSUE

As part of our task to create an Economic Development Strategy for the City, staff would like to provide a brief update and receive feedback on a draft vision statement and goals.

BACKGROUND

In June the City Council authorized the Mayor to execute a contract with Community Attributes, Inc. (CAI) to create an Economic Development Strategy. In August the Council provided input on the community engagement plan. In October the Planning and Community Development Committee provided early input into the Strategy. Currently, staff and CAI are conducting community engagement and will continue that with heavy emphasis in December. We plan to return to Council in January with the results of the engagement and for feedback on a draft Strategy document.

DISCUSSION

At this time, we would like the Committee's feedback on a draft vision statement and goals for the Economic Development Strategy. These will help CAI and staff move in the right direction as we create draft strategies, actions, or other components in the document. It is likely we will revise these further as we continue to develop the Strategy. When we return in January we will bring draft strategies and actions to support the goals.

DRAFT Vision Statement for Tukwila's Economy

Tukwila is a vibrant community with a strong and sustainable economy that celebrates its diversity, supports economic prosperity for all residents, and provides a foundation for businesses of all sizes.

DRAFT Economic Development Strategy Goals

1. **A Strong and Sustainable Economy**
Continue to strengthen Tukwila's economy and ensure robust, sustainable tax revenues to support essential services the City provides to businesses, visitors, and residents.
2. **A Desirable Community and Positive Identity**
Enhance Tukwila's sense of place and support a positive identity to ensure it is a community of choice for businesses and residents.
3. **Prosperity and Opportunity for Businesses and Residents**
Expand avenues of durable economic success for workers, entrepreneurs, business owners, and residents in Tukwila with a focus on shared prosperity and opportunity.

4. A Strong Foundation for Small Businesses
Support the local small business ecosystem, including entrepreneurs, to ensure they can thrive in place, and attract new businesses to locate or expand in Tukwila.

5. A Community that Celebrates Diversity
Continue to strengthen a business community in Tukwila that celebrates and thrives on diversity, capturing increased market share and building resilience to economic shocks.

FINANCIAL IMPACT

Not applicable.

RECOMMENDATION

For discussion. The Committee could forward to the Council's Committee of the Whole on December 12, if appropriate.

ATTACHMENTS

Draft Economic Development Strategy Vision and Goals

City of Tukwila Economic Development Strategy Vision & Goals

Discussion Draft

November 28, 2022

DRRAFT

Prepared by:



Prepared for:



CITY OF
TUKWILA



COMMUNITY ATTRIBUTES INC

*Community Attributes Inc. tells data-rich stories about communities
that are important to decision makers.*

DRAFT

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INTRODUCTION

This DRAFT document attempts to articulate a vision and goals for Tukwila's economy. The purpose of the vision and goals is to provide guidance as the City adapts strategies and tactics to achieve that vision.

BACKGROUND AND CONTEXT

It can be helpful to understand context when adopting a vision and goals. The following summarizes existing goal and policy statements related to economic development from relevant city, county, and regional plans and strategies.

Puget Sound Regional Council – Regional Economic Strategy

The Regional Economic Strategy uses a dual approach. First, it aims to address the near-term challenges of the COVID-19 pandemic faced by the region's workers and businesses. Second, it identifies ways to continue to advance the long-term success of the region's economy.

Expanding Economic Opportunity

- Equity focus throughout economic development efforts
- Expand region's childcare ecosystem
- Expand support for small and medium sized businesses and businesses owned by marginalized communities
- Advance economic development with small cities and rural communities
- Encourage economic growth across all parts of the region
- Provide adequate support for pre-K through 12 education systems that serve all students
- Coordinate and expand programs in higher education and training to address workforce gaps and advance economic opportunity for all
- Embrace, celebrate, and promote the diversity of the region's people

Global Competitiveness

- Strengthen the region's regulatory and industry competitiveness framework
- Build resiliency into the region's export-focused industries
- Sustain and evolve the conditions necessary for innovation
- Strengthen and coordinate recruitment, retention, and investment efforts
- Support and promote international trade and tourism
- Preserve, protect, and support ports, industrial lands, military installations, and maritime sites

- Build up and sustain ports and other infrastructure to support trade, logistics, and freight mobility
- Sustain and grow commercial air travel connections domestically and globally

Quality of Life

- Focus new growth in urban areas, regional centers, and cities
- Ensure a diversity of housing stock that is affordable and connected to jobs
- Improve the region’s transportation system
- Preserve, enhance and improve the region’s environmentally critical lands
- Ensure the region is a healthy place to live, work, and play for all residents
- Protect the global environment
- Build resiliency into, and increase access to, the region’s arts, culture, and tourism industries

New and Expanded Focus Areas

- **Equity** – *Forward Together* Framework and Regional Equity Strategy
- **Health** – Address health inequities, respond to COVID-19 impacts.
- **Broadband** – Leverage federal funding opportunities and growth broadband capacity.
- **Housing** – PSRC Regional Housing Strategy
- **Workforce** - Develop strategies and analysis around the region’s workforce development systems to strengthen economic recovery, support equity, build resiliency, and develop the region’s talent pipeline. Expand childcare capacity.
- **Local Planning** – Technical Assistance to jurisdictions on economic development elements, tracking job distribution, work from home impacts, and women in the workforce.
- **Regional Competitiveness** – Update Industrial Lands Analysis, examine tax increment financing best practices, provide technical assistance to local jurisdictions in applying for federal recovery funding, and support new industry growth opportunities (Commerce’s ICAP)
- **Business Recovery**
- **Industry Resilience**

Key Regional Export Industries and 2022 Focus

- **Aerospace & Aviation** – Washington Space Economy Report and Commercial Aviation Coordinating Commission, expand production of sustainable aviation fuels.
- **Information and Communication Technology** – Analyze impact of expertise in artificial intelligence, cloud computing, and cybersecurity

- **Maritime**
- **Military and Defense**
- **Life Sciences and Global Health**
- **Clean Technology**
- **Tourism, Arts & Culture** – Accelerate recovery of arts and culture institutions, marketing efforts related to recovery and new trade.
- **Transportation and Logistics**
- **Business Services**

King County Comprehensive Plan –Economic Development (Chapter 10)

In its commitment to foster a prosperous, diverse and sustainable economy, the County recognizes that it must support actions and programs to promote the success of both businesses and the workforce.

The foundation for a vibrant and sustainable economy starts with providing livable communities and a high quality of life; a favorable business climate with consistent and predictable regulations, an educated and trained workforce, adequate public infrastructure, land supply, research and advancing technology, affordable housing, available capital, recreational and cultural opportunities, a healthy natural environment and greater equity and opportunity for all.

Policies focus on long-term commitment to a prosperous, diverse, and sustainable economy by promoting public programs and actions that create the foundation for a successful economy. A successful economy is one in which the private, nonprofit, and public sectors can thrive and create jobs compatible with the environment and community and land use expectations. A successful and diverse economy contributes to a strong and stable tax base and a high quality of life for all residents. The County recognizes businesses and the workforce as customers of an economic development system and supports actions and programs that promote the strength and health of both groups.

2015 City of Tukwila Comprehensive Plan Economic Development Element

In 2015 the City adopted the current Comprehensive Plan and it includes a chapter on economic development. That chapter states that “the City of Tukwila is committed to the economic well-being of its residents, property owners, and businesses because an adequate tax base is necessary to help achieve the City’s vision for the future. The most obvious role is for the City to provide adequate services and infrastructure to complement the retail, manufacturing uses, offices, and residences that are located in the City. The

City’s plans, programs, policies, taxes, and service levels can encourage economic activity.”

2012 City of Tukwila Strategic Plan

In 2012, Tukwila created a Strategic Plan, and one of the five goals and objectives was “A Diverse and Regionally Competitive Economy.” The Strategic Plan was updated and amended in 2018. That Plan states that “The City’s economic development efforts will continue to be multipronged, addressing three aspects of the City’s economy:

- Protecting the City’s role as a strong regional retail center and preparing for the retail market of the future.
- Supporting the retention and expansion of the City’s commercial and industrial businesses.
- Cultivating the success of the City’s entrepreneurs and small businesses, including businesses owned by refugees, immigrants, and non-native English speakers.”

VISION STATEMENT FOR TUKWILA’S ECONOMY

This section contains a preliminary, working draft vision statement specific to Tukwila’s economy that will be refined based on additional public and stakeholder engagement and direction from City staff and the Council.

Tukwila is a vibrant community with a strong and sustainable economy that celebrates its diversity, supports economic prosperity for all residents, and provides a foundation for businesses of all sizes.

DRAFT ECONOMIC DEVELOPMENT STRATEGY GOALS

This section contains an initial set of actionable, measurable goals for inclusive, sustainable economic development in Tukwila. These goals will be further informed by economic data and analysis, an assessment of local assets, stakeholder engagement, and community preferences.

1. A Strong and Sustainable Economy

Continue to strengthen Tukwila’s economy and ensure robust, sustainable tax revenues to support essential services the City provides to businesses, visitors, and residents.

2. A Desirable Community and Positive Identity

Enhance Tukwila’s sense of place and support a positive identity to ensure it is a community of choice for businesses and residents.

3. Prosperity and Opportunity for Businesses and Residents

Expand avenues of durable economic success for workers, entrepreneurs, business owners, and residents in Tukwila with a focus on shared prosperity and opportunity.

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Support the local small business ecosystem, including entrepreneurs, to ensure they can thrive in place, and attract new businesses to locate or expand in Tukwila.

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Continue to strengthen a business community in Tukwila that celebrates and thrives on diversity, capturing increased market share and building resilience to economic shocks.

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