

THURSTON COMMUNITY ECONOMIC ALLIANCE

CREATING COLLECTIVE PROSPERITY IN THURSTON COUNTY



THURSTON COMMUNITY ECONOMIC ALLIANCE

WHY NOW – WHY IT MATTERS – WHAT WILL RESULT BE

Why now:

1. Data – wages growing, but not keeping pace
2. Employment growing, but will current pace will result in a deficit
3. Commute patterns continue to push out residents for employment
4. Growth trends indicate certain sectors have strength, but others are diminishing

THURSTON COMMUNITY ECONOMIC ALLIANCE

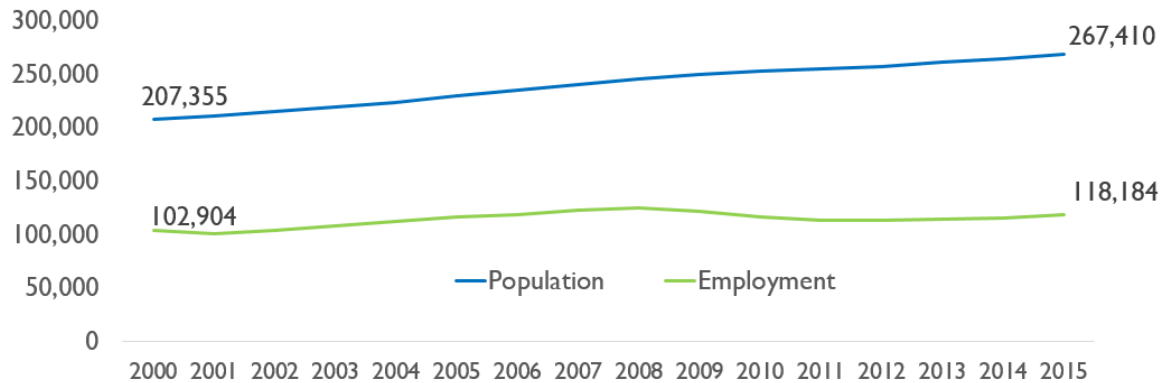
WHY NOW – WHY IT MATTERS – WHAT WILL RESULT BE

What we intend to do:

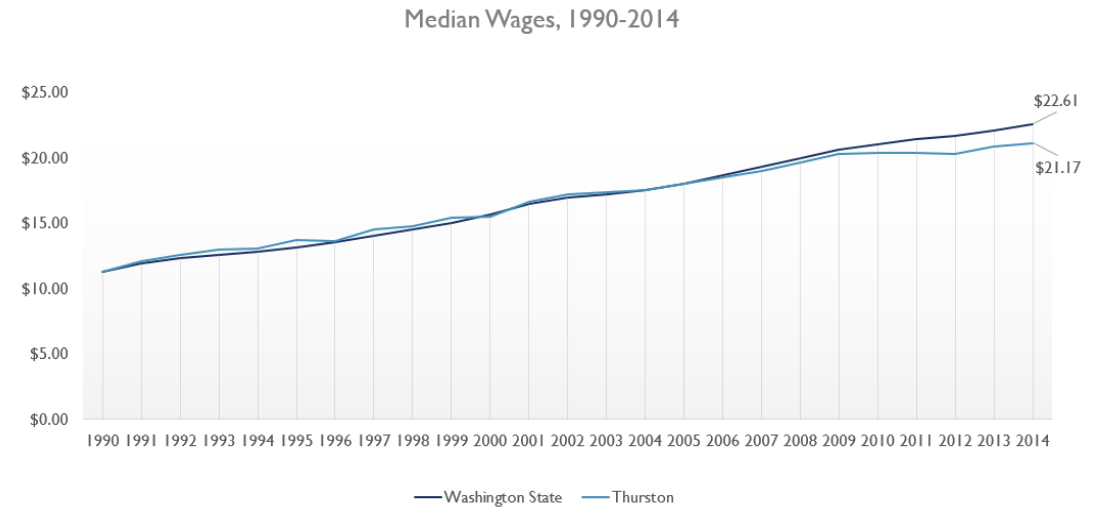
1. Align economic development efforts throughout efforts
2. Coordinate efforts to ensure that we all maximize our resources and efforts
3. Take bold action to secure new investment and employment opportunities
4. Fully integrate workforce and education with economic development

WHY? CRITICAL DATA ELEMENTS – JOBS, WAGES, COMMUTE, COMMUNITY WEALTH

FRIENDLY REMINDER: POP +23%/JOBS +13%



MEDIAN WAGE IN THURSTON COUNTY



VISION: THURSTON COMMUNITY ECONOMIC ALLIANCE

The Thurston Community Economic Alliance will help our local communities compete and prosper in an evolving and increasingly competitive global marketplace. It will strive to extend economic opportunity to all population segments, facilitate strategic initiatives that produce regional benefits and create a structure and mechanism for aligning individual member and practitioner roles and responsibilities.

WHAT IS THE PURPOSE OF THE TCEA?

- 1) Coordinated plan for economic development
- 2) Identifies goals to attract investment
- 3) Creates an economic development partnership
- 4) Structures and leverages municipal-level relationships
- 5) Long term strategy to support and diversify the regional economy

HOW TCEA WAS CREATED

- EDC Board of Directors initiative
- Partnerships
- Collaborative approach to creation
- Community & stakeholder input and feedback

TIMELINE:TCEA CREATION



FIVE FOCUS AREAS WITHIN THE PLAN

- Career pathways and workforce readiness
- Target industry growth and innovation
- Small business and entrepreneurial resources
- Infrastructure, policy and funding coordination
- Brand development, partnerships and communication

CAREER PATHWAYS AND WORKFORCE READINESS

Lead Agency: Pac Mtn WDC,
Cheryl Fambles

Vision: Maintain a progressive education, training and workforce development system that creates career pathway opportunities for all residents and streamlines employer access to a highly-qualified talent pool

CAREER PATHWAYS AND WORKFORCE READINESS

- Upskill Backfill Program – focus on increasing health care talent pool – Thurston County Providence healthcare project
- Pipeline of internships – focus of college student impactful employment experiences
- Thurston Chamber of Commerce – Business Services, Camo2Commerce, Business2Youth – enhanced work with local employers
- Worker Retraining Advisory Groups continue
- Support of South Sound Advisory, Regional CTE Directors and New Market Skills Center
- TRL – MyTRL e-cards issued to 10,400 Olympia School District students accessing online ed and career employment databases
- TRL – Tenino and Tumwater School Districts' Chromebooks now available for students at libraries
- Pathways to Prosperity Conference and Workshop
- Increased emphasis on apprenticeship programs
- Formal Development of STEM networks
- Summer internships for students with disabilities
- Support of Olympia Community Court and Thurston County PREP (pre-release employment planning)

TARGET INDUSTRY GROWTH AND SECTOR INNOVATION

Lead Agency: Thurston EDC

Kyle Wiese

Vision: Support and stimulate growth in empirically-defined "clean and green" target industries that provide critical jobs, generate significant taxable revenue and attract new investment

TARGET INDUSTRY GROWTH AND SECTOR INNOVATION – ACTIONS BEING IMPLEMENT

- Data brought on-line – Zoom Prospector available to practitioners and site selectors
- Coordinated outreach for business retention surveys with agencies
- PAC 5 Economic development organizations – region collaboration for business recruitment and market expansion
- Economic Development District (EDD) – federal designation being formed to leverage resources into the community
- Impact Washington – expertise brought into the region
- Agriculture & Innovation Business Park – being formed, strong support in south County
- Innovation Partnership Zone – Craft Brewing & Distilling Center
- Trade missions – outbound to China/India; inbound from China
- International trade seminars

TARGET INDUSTRY GROWTH AND SECTOR INNOVATION – TASK FORCE INITIATIVES AND AGENDA ITEMS

Four Main Initiatives

1. Identify supply chain gaps
2. Identify opportunities within target industry clusters
3. Develop marketing and outreach strategies
4. Take coordinated private-public sector action to attract new investment

Main agenda items thus far:

1. Identifying where the targeted efforts can benefit by aligning with other areas of the TCEA
2. Identifying our physical and non-physical assets
3. Identifying what makes Thurston County unique/what sets us apart from our region and state
4. Next steps are to identify where to focus our recruitment efforts by industry and by promotion of current assets

SMALL BUSINESS & ENTREPRENEURIAL RESOURCES

Lead Agency: Center for Business & Innovation

Celia Nightingale

Vision: Promote and support a culture of innovation and entrepreneurship by connecting small and emerging business with the resources they need to launch and grow.

SMALL BUSINESS & ENTREPRENEURIAL RESOURCES – ACTIONS BEING IMPLEMENTED

- ScaleUp and TuneUp training programs implemented and having impact – over 150 business – City of Olympia CDBG support of TuneUp
- Olympia Downtown Association technical assistance partnership
- ThINk – Thurston Investment Network commenced and is building
- SPSCC Entrepreneurship Certificate
- Tumwater brewing and distilling center underway
- SPSCC curriculum on brewing and distilling being offered
- Lacey MakerSpace taking shape – formation of leadership group and funding being sought
- Avalon CoWorking Space taking shape – relationships being firmed – city of Olympia moving forward with developer; TESC working with CB&I to create partnership
- Research Consortium taking form – inclusive of Saint Martin’s University, SPSCC and The Evergreen State College

SMALL BUSINESS & ENTREPRENEURIAL RESOURCES – TASK FORCE INITIATIVES AND AGENDA ITEMS

Five Main Initiative Areas and Work Focus

1. Review of the “culture of innovation” and ensuring we are working towards this
2. Identification of opportunities to promote resources of the CB&I and its Partners
3. Identification of emerging business sectors, and the support network to grow these sectors
4. Mapping of financial resources available and access to those
5. Ensure a multi-cultural business development environment and opportunities

Task Force Questions and Areas of Emphasis

- What community partners should be added – ensuring that resource providers and entrepreneurial support organizations are included in the effort
- Map out the activities that are occurring regionally that contribute to the vision
- Identify gaps in the system

INFRASTRUCTURE, POLICY & FUNDING COORDINATION

**Lead Agency: Thurston Chamber of
Commerce**

David Schaffert

**Vision: Strengthen collaboration to
ensure policy alignment, adequate
infrastructure funding and effective
implementation of strategic
community initiatives.**



INFRASTRUCTURE, POLICY & FUNDING COORDINATION – ACTIONS BEING IMPLEMENTED

- Thurston regional shared legislative agenda – coordinated by Chamber
- I-5 Corridor study and planning (Nisqually to Exit 99) – gained awareness in 2017 session and will be a focus in 2018)
- Capital Lake long-term management planning – funding requested for EIS – was not included in 2017 budget
- Support for brewing and distilling equipment
- Agriculture and Innovation Business Park – included in 2017 Capital budget, but held in abeyance
- Creative Districts legislation passed
- Community development support and advocacy:
 - Woodland Square/Lacey
 - Olympia redevelopment projects
 - Tumwater/Port Habitat Conservation Plan
 - Aggregate construction materials – ensure local sources
 - Working waterfront initiative

INFRASTRUCTURE, POLICY & FUNDING COORDINATION – INITIATIVES AND AGENDA ITEMS

Shared Legislative Agenda Issues and Items

1. Creation of Coordinated Shared Legislative Agenda for 2018 inclusive of:
2. Continued emphasis on transportation system of I-5
3. Capital Lake – EIS Funding
4. Inclusion of the Agriculture & Innovation Business Park funding as part of the capital budget
5. Community Development and Economic Development Projects
6. Continued support for redevelopment

BRAND DEVELOPMENT, PARTNERSHIPS & COMMUNICATION

**Lead Agency: Visitors & Convention Bureau
Shauna Stewart**

Vision: Develop a Thurston brand and promote our community as a preferred destination for investors, employers and employees based upon on our geographic location, cultural assets, affordability and integrated workforce and educational systems.

BRAND DEVELOPMENT, PARTNERSHIPS & COMMUNICATION – ACTIONS BEING IMPLEMENTED

- Visitors & Convention Bureau new brand for Thurston County, inclusive of the concept of”craft”...
- VCB creating an economic development “landing page” that facilitates the use and consistent messaging of the value of Thurston County
- South Thurston Economic Development Initiative – efforts to continue are:
 - Shop South Local – buy local campaign for Yelm, Rainier, Tenino, Bucoda and Rochester
 - Continued working on local branding and business support campaigns \
 - Networking programs for each of the communities
- Signature projects for the region include:
 - Lacey Hub and Woodland Square District growth and activities
 - Craft Brewing & Distilling Center
 - Project Avalon – CoWorking Space – partnership between Olympia, TESC, EDC and private developer

BRAND DEVELOPMENT, PARTNERSHIPS & COMMUNICATION – INITIATIVE AGENDA ITEMS

1. Brand alignment and external marketing
 1. Leveraging destination brand for economic development
 2. Working with recruitment committee to determine target markets
2. Communications plan
 1. TCEA “roadshow” – tell the message and get the word out
 2. Align community dashboards to measure progress
3. Signature projects and place-making
 1. Emerging employment centers (eg: Woodland Square District, Downtown Olympia, Brewery District, STEDI)
4. TCEA funding strategies
 1. Strong partnerships and support throughout the region / support funding “asks” with marketing
5. Partner coordination and information sharing
 1. Ensure regional roles and participation; econ development practitioners – explore the role of economic development in alleviating poverty and regional wealth building
6. Conference and meeting space strategy
 1. Conference center conservation initiated by County

PUBLIC ORGANIZATIONS AND AGENCIES SUPPORT AND ENDORSEMENT OF THE TCEA

- Intercity Transit
- City of Olympia
- City of Tumwater
- City of Lacey
- City of Yelm
- Port of Olympia
- Thurston County
- North Thurston Public Schools
- Tumwater School District
- Pacific Mountain Workforce Development Council
- Saint Martin's University
- The Evergreen State College
- South Puget Sound Community College
- Thurston Chamber of Commerce
- Lacey South Sound Chamber of Commerce
- Tumwater Chamber of Commerce
- Visitors & Convention Bureau
- Olympia Downtown Association
- South Thurston Economic Development Initiative Partners

QUESTIONS? COMMENTS

THURSTON ECONOMIC
DEVELOPMENT COUNCIL

4220 6th Avenue SE | Lacey WA 98503

360.754.6320 | thurstonedc.com