



OLYMPIA

Economy Chapter

2045



Economy Chapter Process

Builds on *Olympia Strong* – A public process to form a strategy for how Olympia and partners can best support economic strength and opportunities for:

- Residents
- Businesses
- Our Overall Community
- The City organization





Public Engagement

- 2 online surveys
- 25 person-on-the-street interview events
- 35+ community interviews
- 5 listening sessions with underrepresented groups
- 3 industry focus groups
- 7 advisory board briefings
- 6 community group briefings
- 7 Saturdays at ASHHO Cultural Center
- 2 open houses

Goals and Policies to:

- Close the Equity Gap
- Boost Affordable Housing & Home Ownership
- Elevate More People Out of Poverty
- Champion Youth
- Cultivate Career Pathways
- Support Entrepreneurship and Small Business, Large Employers & Industry Sectors
- Foster Community Vitality





Centered on People

To improve quality of life for people in our community

- Facilitate pathways to economic security
- Track industry & job trends for opportunities to navigate people toward
- Support local businesses because these are made up of people & provide a tax base to support community goals
- Invest in vibrancy and resiliency projects

Draft Chapter

- First Public Draft – 10/30/23
- Public Hearing – 2/26/24
- OPC recommendation – 3/18/24
- Social Justice & Equity Commission – 5/20/24
- Route to Squaxin Island Tribal Council – 9/16/24
- Finance Committee – 12/9/24
- Council Work Session- 2/4/25
- Finance Committee- 6/16/25



Planning Commission Recommendations

- **Planning Commission**

- Expand description of the arts;
- Specify the broadband is included in telecom;
- Include AI in emerging technologies;
- Review for consistency with Visitor Bureau's Plan;
- Promote commercial infill and a mix of land uses;
- Support transit's role in connecting people and jobs; and,
- Highlight that public rights of way are part of public infrastructure that can be used for economic and social benefit

SJEC & Finance Committee

- **Social Justice and Equity Commission**
 - Believes chapter supports the need for people to have economic stability and opportunities for success
- **Finance Committee**
 - Acknowledge that many are struggling financially; Support for funding of Olympia Strong; Identify that our economy is more diverse than in the past; Add resources, such as determinants of health

Council Work Session Recommendations

■ Work Session

- Recognize value of all workers, regardless of career path;
- Incorporate third place spaces across the city;
- Address reducing the local affordability gap;
- Collaborate with the Port of Olympia on topics that impact the Port's current and future needs;
- Ensure flexibility in commercial infill through mixed zoning;
- Encourage collaboration with partners for “complete blocks”; and,
- Support space flexibility in store front sizes and explore living space and commercial space flexibility

Additional Revisions

Revisions made for clarity, policy refinement, and alignment

- Enhance narrative on supply chains, workforce, and industry change;
- Expand entrepreneurship and small business support;
- Leverage existing Downtown Community Renewal Plan and Downtown Strategy Plan;
- Assess utilization of public financing tools;
- Adaptive reuse as a revitalization strategy; and,
- Support efforts to expand year-round tourism and enhance wayfinding systems

City Council

- Questions
- Feedback

Next Steps

- Review of complete Olympia 2045 Comprehensive Plan for consideration, any revisions, and adoption



Contact info

Jennica Machado
Economic Development Division
Director

olympia2045@ci.olympia.wa.us

engage.olympiawa.gov/economy2045

