



A Roadmap to Economic Opportunities

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Economic Development

Olympia Strong

Public process to form a strategy for how the City of Olympia and partners can best support economic strength and opportunities for:

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





Olympia Strong

Will inform:

- Updates to economic goals and policies in the Comprehensive Plan
- City actions and investments
- The workplan for the Economic Development Dept.

A group of people are gathered around a flipchart in a meeting. A woman with glasses and a black top is leaning over the chart, pointing at it. Other people, including a man in a baseball cap and a man in a purple shirt, are also looking at the chart. The flipchart has handwritten notes in blue ink. A semi-transparent teal box with white text is overlaid on the center of the image.

Review – Past 10 Months

More ideas! / Issues

- Need daily structure, follow-up, consistent case mgmt, safe place
- Sometimes it feels safer in the woods

• Understand frustration of business
• Sometimes no good options
• Analyze cost/benefit

• Individual - takes
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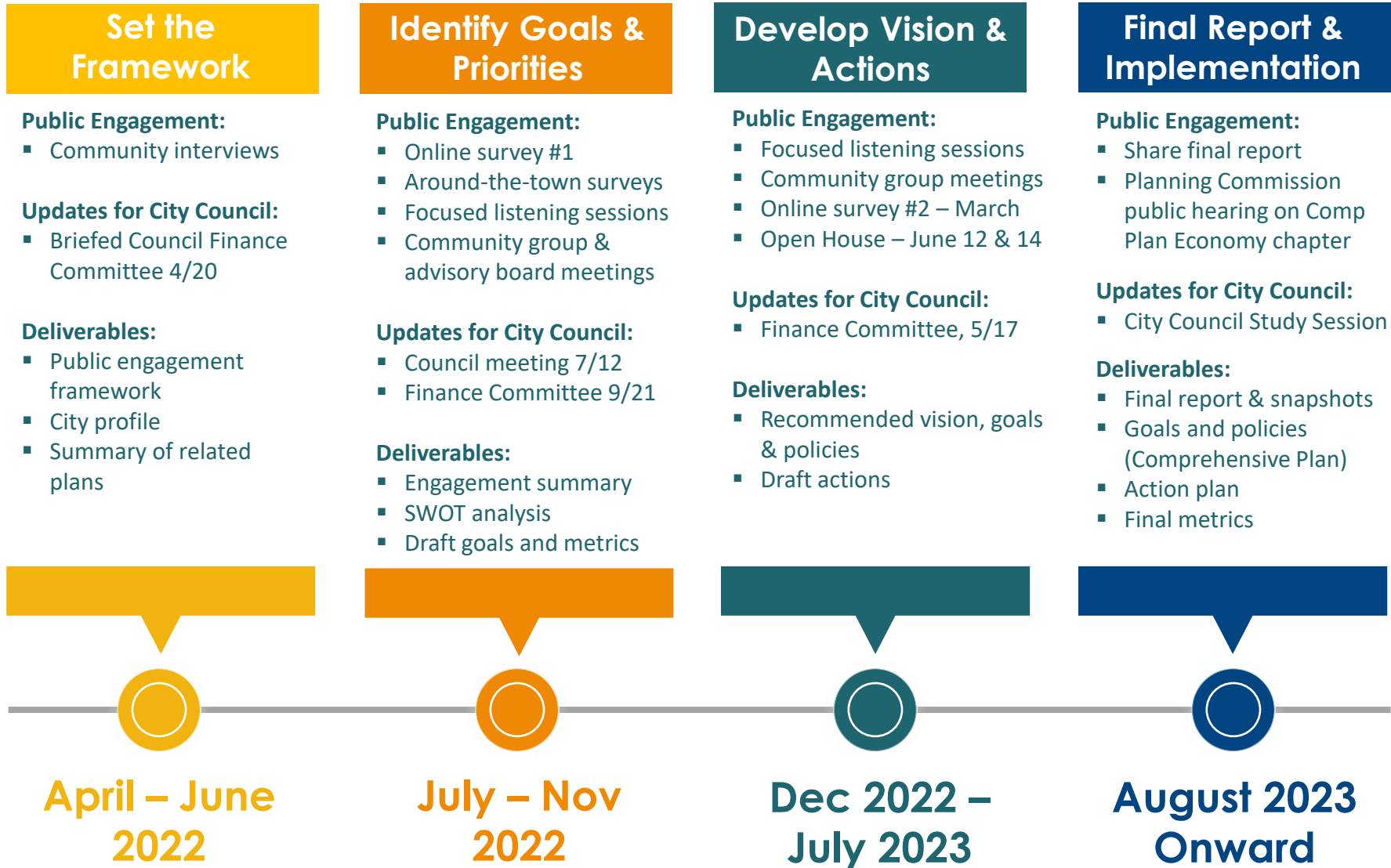
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Olympia Strong | Timeline



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





Needs

- 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

Recognize...

- We're not starting from scratch – many initiatives underway
- Low public knowledge of existing programs
- Gaps remain, in particular pathways for people who face higher barriers



A photograph of a food festival scene. In the foreground, a woman with tattoos and a striped shirt stands with her hands on her hips, looking towards the right. Behind her, two men are working at a food stand under a blue canopy. One man is wearing a black shirt and a tan cap, and the other is wearing a grey shirt and a white apron. A chalkboard sign on the stand lists 'Specials' including 'Honey Boo Boo' and 'WE PREFER CROSTINI... But we make cold'. The background shows a grassy field and some buildings under a clear sky.

Looking Ahead



Olympia Strong is People Centered

- Economic Development in Olympia is about improving quality of life for people in our community
 - Facilitating pathways to economic security for residents
 - Tracking industry & job trends so there are opportunities to navigate people to
 - Supporting local businesses because these are made up of people & provide a tax base to support community goals
 - Investing in vibrancy and resiliency projects

Draft Initiatives

- Actions for the next 10 years
- Mix of continuing and new efforts that fill gaps
- Mix of programmatic and capital investments
- Organized under four interrelated focus areas
 - Education + Workforce Pathways
 - Housing + Sense of Security
 - Business Enterprise Resources + Support
 - Community Pride, Lovability + Resiliency
- Most actions will be led by partner organizations

Economic Development Partners

- Thurston Economic Development Council
- Enterprise for Equity
- Thurston Chamber of Commerce
- PacMtn Workforce Development
- Education: SPSCC, TESC, OSD, ESD 113 ...
- Not-for-Profits: United Way, Morningside, Northwest Cooperative Development Center ...
- Experience Olympia and Beyond
- Timberland Library
- Olympia Downtown Alliance
- Etc.



Education & Workforce Pathways

Vision:

Every Olympian is afforded quality lifelong educational opportunities that build pathways to upward mobility and financial stability

Highlights

- Grow the Olympia Career Hub to prepare people for local in-demand occupations (clean energy, construction, etc.)
- Continue Journey2Jobs skill-building and employment with wrap-around services for people experiencing homelessness





One Community Plan

1.7 Prioritize pathways to economic opportunity that help people find longer-term security

- Coordinate with Workforce Council, Chambers, Colleges and other partners that can help connect people to training and/or employment.

2.4 Increase education, training and resources that help people avoid or recover from homelessness

- Enhance career pathway education beginning in middle & high school.
- Promote the availability of increased access to college education and technical certification training programs that lead to higher-wage occupations.

2.5 Develop an economic development strategy that addresses all income levels

- Expand mentorship programs for youth.
- Develop and promote employment opportunities for youth.
- Support findings and strategies recommended by community partners focused on developing education and training pathways to career development and financial stability for students.

Highlights

- Support programs that introduce youth to a wider variety of career options and employers before graduation
- Partner with United Way to fund Navigators in high schools



Housing & Sense of Security

Vision:

All Olympians are able to enter and sustain stable housing while building household financial security.



Highlights

- Use land banking and proactive partnerships with low-income housing developers and local organizations to build income restricted housing
- Convert Plum Street Village into transitional housing for formally houseless and incarcerated individuals in job training and education programs



Highlights

- Advance homeownership options (*2023 study will ID how*)
- Incentivize and streamline the conversion of vacant office buildings into housing (*2023 Housing Lab project will ID how*)





Business Enterprise & Resource Support

Vision:

All Olympia businesses and entrepreneurs are able to access investment capital and world-class training and technical assistance, in a supportive environment that celebrates and promotes their success.

Highlights

- Continue offering business support and training programs
- Expand access to capital for aspiring entrepreneurs from underbanked and underrepresented populations
- Stand up navigator pilot project in target zone neighborhoods to connect residents with business and career training resources



Highlights

- Explore options to expand Olywahoo summer day camp to serve more families, including scholarships for low-income families





Community Lovability, Pride and Resiliency

Vision:

Olympia is a safe, resilient and welcoming city with strong, inclusive support networks and abundant community character.

Highlights

- Advance Arts, Cultures and Heritage initiatives that expand our Creative Economy
- Support, implement and promote initiatives that create unique and welcoming places and spaces in Olympia - for the benefit of the community and visitors



Highlights

- Expand of recreation and entertainment venues and programs for youth
- Develop a climate adaptation and preparedness plan
- Work with regional economic partners to better prepare for future economic disruptions



Next Steps

- Ongoing partner conversations
- Prepare for City Council Study Session
 - Will present alternatives
 - Mild (Status Quo) investment
 - Moderate investment
 - Maximum investment
- Planning Commission recommendation on Comprehensive Plan Economy chapter update
 - Chapter update will be informed by Olympia Strong





Upcoming Open Houses

- June 12 (zoom)
 - 5:30-6:30 pm
 - Register at Olympia Strong website
- June 14 (in person)
 - 5:30-7:00 pm
 - City Hall Council Chambers



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Q&A Discussion

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