

2021-2022 Olympia Economic Development Projects Budget

Project:		Lead Entity/Contractor	Description	Amount
Items 1-13 approved by City Council on May 4, 2021 as part of the City's overall COVID-19 economic recovery package				
1	Thurston Strong-Regional Economic Development		Total of \$1,375,000 directed to implement four specific areas of the Thurston Strong Economic Recovery and Reset Plan, as described below.	
a	Journey2Jobs	Pac MT	Workforce development for people experiencing homelessness. Targeted to people at Plum Street Village, the Mitigation Site and Drexel House.	\$ 625,000
b	Thurston Workforce Training Center	Thurston Chamber of Commerce	Scholarships for training certifications and programs in various trades; workforce training in construction, fiber optics, hospitality, etc.	\$ 575,000
c	Business Resiliency Training	Economic Development Council (EDC)	Prepaid business training tuition, technical assistance, training for COVID-response business planning.	\$ 100,000
d	Thurston Strong Support	Economic Development Council (EDC)	Operations and Planning support for the EDC; surge demand funding to support all Thurston Strong programs.	\$ 75,000
2	Micro-Business Development & Entrepreneur Support	Enterprise for Equity	Training programs, assistance for businesses moving operations and sales to digital platforms, one-on-one business coaching and mentoring to entrepreneurs, focused services to creative and food-based businesses. E4E will conduct focused outreach/networking and support for historically marginalized entrepreneurs, particularly those in the BIPOC community.	\$ 40,000
3	Downtown Economic Recovery Partnership	Olympia Downtown Alliance (ODA)	Creative District development and implementation, Downtown Business Recruitment and Retention Strategy, Crime Prevention Through Environmental Design, Re-Opening Campaign, Placemaking.	\$ 200,000
4	2022 Lakefair Grant	The Capital Lakefair, Inc.	Grant for marketing, operations and stakeholder engagement. The Agency shall conduct and submit to the City a report with conclusions from a stakeholder engagement campaign to help ensure a more successful, supported, and sustainable Lakefair going into the future.	\$ 50,000
5	Downtown Economic Recovery Partnership	PBIA	The PBIA is planning mural project (two new downtown murals plus existing mural restoration and protection) with assistance from the Arts Alliance, and an alley lighting grant program in conjunction with the ODA.	\$ 30,000

2021-2022 Olympia Economic Development Projects Budget

6	Tribal Partnership, Creative District, Placemaking	Olympia Arts, Culture and Heritage Program	Various arts, culture and heritage efforts, including but not limited to a Land Acknowledgement regarding the Squaxin Island Tribe on Percival Landing, Creative District signage along I-5, and a Third Thirty historical photo display at City Hall.	\$ 50,000
7	Alley Closure & Lighting	Economic Development Department	Upgrades such as alley lighting or closures where needed to improve safety in downtown.	\$ 55,000
8	Economic Resiliency Planning	Economic Development Department	12-18 month public and stakeholder process to develop strategies for long-term economic resiliency. Includes updating the 20-year Economic Development element of the Comprehensive Plan and a 6-year action plan.	\$ 100,000
9	Downtown Ambassadors Pilot Project	Economic Development Department	Temporary expansion of Downtown Ambassador Program.	\$ 110,000
10	Clean Team - Temporary Expansion	Public Works	Temporary expansion of the Downtown Clean Team.	\$ 90,000
11	Permit Staff Support	CP&D	Support Staff to expedite Permitting Process.	\$ 150,000
12	Homeless Response	Housing	Encampment Waste Mgmt	\$ 50,000
13	Vegetation Management	PW	Downtown vegetation management	\$ 30,000
Additional Economic Development contracts				
14	Economic Development Activities	Economic Development Council	Annual support for various programs related to business recruitment, retention and expansion and workforce readiness.	\$ 50,000
15	Westside Library Branch	Timberland Library	Support for a westside branch library at Capital Mall.	\$ 30,000
16	Downtown Marketing	Olympia Downtown Alliance (ODA)	Content development/messaging, social media, press releases, promotion and event marketing, advertising ODA and PBIA efforts.	\$ 23,000
TOTAL				\$ 2,433,000

**