



Finance Committee

Economic Development/ Olympia Strong Update

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Title

Economic Development/ Olympia Strong Update

Recommended Action

Committee Recommendation:

Not referred to a Committee.

City Manager Recommendation:

Discuss the public input received so far for Olympia Strong: A Roadmap for Economic Resiliency.

Report

Issue:

Whether to discuss the public input received so far for Olympia Strong: A Roadmap for Economic Resiliency

Staff Contact:

Amy Buckler, Strategic Projects Manager, Economic Development, Office of Community Vitality,
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Presenter(s):

Amy Buckler, Strategic Projects Manager
Shawna Gan-Mershon, Public Engagement Intern, Economic Development

Background and Analysis:

In July, the City kicked off a public process for *Olympia Strong: A Roadmap for Economic Resiliency*. Olympia Strong will identify a long-term strategic framework and specific actions the City of Olympia and partners can take to achieve community-defined economic goals. The aim is to help Olympia residents, businesses, the broader community and City organization weather challenging times and thrive.

At the meeting staff will provide an overview of public feedback received so far from:

- An online survey launched July 12-August 16
- Around-the-Town Interviews conducted July 27-September 10

- 25 community interviews

Approximately 500 people responded to the online survey. An initial report is attached. Staff has completed additional analysis of the results to be provided at the meeting.

Olympia Strong will inform an update to the Economy chapter of the Comprehensive Plan. It will also identify specific actions and a strategic framework to inform the work of the Office of Community Vitality's Economic Development Department. The final plan is expected to be complete in Spring/Summer of 2023. A timeline is attached.

Neighborhood/Community Interests (if known):

The initial online community survey report is attached.

Options:

1. Receive the briefing.
2. Do not receive the briefing.
3. Receive the briefing at another time.

Financial Impact:

The City Council has allocated \$100,000 toward development of Olympia Strong. \$90,000 has been allocated for consultant services and \$10,000 will go toward project staffing.

Attachments:

Initial Survey Report

Timeline & Deliverables

Link to Engage Olympia Webpage