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## City Council

### Recognition and Endorsement of the Thurston Community Economic Alliance Strategic Plan

**Agenda Date:** 5/2/2017  
**Agenda Item Number:** 4.C  
**File Number:** 17-0388

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**Type:** decision **Version:** 1 **Status:** Passed

**Title**

Recognition and Endorsement of the Thurston Community Economic Alliance Strategic Plan

**Recommended Action**

**Committee Recommendation:**

Not referred to a committee.

**City Manager Recommendation:**

Recognize and endorse the Thurston Community Economic Alliance (TCEA) Strategic Plan as a guiding document for regional cooperative economic and community development.

**Report**

**Issue:**

Whether to endorse the Thurston Community Economic Alliance Strategic Plan.

**Staff Contact:**

Renée Sunde, Economic Development Director, Community Planning & Development, 360.753.8591

**Presenter(s):**

None - Consent Calendar Item.

**Background and Analysis:**

Economic development plays a crucial role in overall community health, prosperity and sustainability. The Thurston Economic Development Council led the creation of the TCEA and engaged many stakeholders from throughout the community in its creation. This document represents a broad consensus about how our community will collectively work towards a thriving local economy.

In Thurston County, many organizations are involved in efforts to strengthen our business environment, enhance our workforce and create economic opportunity for all of our residents. While many organizations collaborate on individual activities, there is broad agreement that greater clarity of purpose, coordination of actions and much broader impact can be achieved under the framework of an economic development strategic plan. The creation of the Thurston Community Economic Alliance and the first -ever county-wide strategic plan for economic development is our shared effort to fulfill that goal.

The Thurston Community Economic Alliance is a voluntary partnership of local governments, businesses, non-profits, educational institutions and economic development practitioners that collaborate on efforts to build and maintain a dynamic economy throughout the region.

The TCEA Strategic Plan does not replace individual partner plans and goals, but rather serves as a unifying framework for identifying and accomplishing shared economic development.

There are five primary Areas of Focus included in the plan. The Focus Areas include:

- Career Pathways and Workforce Readiness
- Traded-Sector Industry (firms that sell goods or services into markets for which national or international competition exists) Growth and Innovation
- Small Business and Entrepreneurial Resources
- Infrastructure, Policy and Funding Coordination
- Brand Development, Partnerships and Communication

**Recognition and endorsement of the TCEA:**

- Recognizes the importance of a regional cooperative economic development strategy
- Acknowledges that the strategy is an alliance of organizations, groups, municipalities and agencies
- Recognizes the TCEA Strategic Plan as a guiding document for regional cooperative economic and community development; that will be revisited and updated annually to ensure consistency with actions and activities of alliance partners

**Neighborhood/Community Interests (if known):**

None known.

**Options:**

1. Recognize and endorse the Thurston Community Economic Alliance (TCEA) Strategic Plan as a guiding document for regional cooperative economic and community development.
2. Do not recognize and endorse the Thurston Community Economic Alliance (TCEA) Strategic Plan as a guiding document for regional cooperative economic and community development.

**Financial Impact:**

No Financial Impact report

**Attachments:**

Thurston Community Economic Alliance Strategic Plan