



City Council

Update on Economic Response and Reopening Strategic Plan

Agenda Date: 6/16/2020
Agenda Item Number: 6.B
File Number: 20-0443

Type: information **Version:** 1 **Status:** Filed

Title

Update on Economic Response and Reopening Strategic Plan

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive an update on a City Economic Response and Reopening Strategic Plan

Report

Issue:

Whether to receive an update on a City Economic Response and Reopening Strategic Plan.

Staff Contact:

Mike Reid, Economic Development Director, Community Planning & Development, 360.753.8591

Presenter(s):

Keith Stahley, Interim Assistant City Manager

Mike Reid, Economic Development Director, Community Planning & Development

Stacey Ray, Office of Performance & Innovation, Administrative Services

Background and Analysis:

On March 24, 2020, City Council approved actions to respond quickly to the impacts COVID-19 on our local economy. That work included launching several significant emergency response efforts by funding partners such as Thurston County United Way, Community Foundation, Olympia Downtown Alliance, and Thurston County Economic Development Council.

At the same time, City Manager Jay Burney directed that a City task force start work on developing a more comprehensive and cross-departmental approach to guide the City's response. The approach would build off of the first wave of response efforts by identifying the City's role and responsibilities, guiding principles for decision-making, and additional strategies and actions to support our local economy in reopening amidst new public health requirements and continuing uncertainty.

Task Force members provided subject matter expertise, a high degree of decision-making authority; and were motivated by the need to be both methodical and action oriented. Throughout the process, the team consistently reviewed data, researched best practices, and listened to the unique and emerging needs of our community. As new response efforts were identified, they were implemented immediately. The City's Response and Reopening Strategic plan includes actions completed, underway, and future actions to be implemented.

The purpose of this agenda item is to provide City Council with an overview of the Economic Response and Reopening Strategic Plan, including guiding principles, strategic goals, and specific actions. Staff will also discuss how the City will approach implementation to ensure it is coordinated, timely, and flexible.

Neighborhood/Community Interests (if known):

There is significant interest in how the City can and will support businesses and residents to recover from the severe economic impact caused by the pandemic.

Options:

1. Receive a briefing on an Economic Response and Reopening Strategic Plan.
2. Do not receive a briefing on an Economic Response and Reopening Strategic Plan.

Financial Impact:

Development of an Economic Response and Reopening Strategic Plan was led internally by the Office of Performance and Innovation; no additional consulting or professional services were needed to complete this work effort.

Attachments:

Draft Economic Response and Reopening Strategic Plan