



## City Council

### Debrief Thurston Community Economic Alliance Strategic Plan

**Agenda Date:** 1/10/2017  
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#### **Title**

Debrief Thurston Community Economic Alliance Strategic Plan

#### **Recommended Action**

##### **Committee Recommendation:**

Not referred to a committee.

##### **City Manager Recommendation:**

Receive the information. Briefing only; no action requested.

#### **Report**

##### **Issue:**

Whether to receive an overview of the Thurston Community Economic Alliance Strategic Plan.

##### **Staff Contact:**

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

##### **Presenter(s):**

Renée Sunde, Economic Development Director  
Michael Cade, Thurston Economic Development Council, Executive Director  
Annette Roth, Thurston Economic Development Council, Marketing Director

##### **Background and Analysis:**

Content provided from the Thurston Community Economic Alliance (TCEA) Strategic Plan document:

Economic development plays a crucial role in overall community health, prosperity and sustainability. In Thurston County, many organizations are involved in efforts to strengthen our business environment, enhance our workforce and create economic opportunity for 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 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 Strategic Plan does not replace individual partner plans and goals, but rather serves as a unifying framework for identifying and accomplishing share 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 Growth and Innovation
- Small Business and Entrepreneurial Resources
- Infrastructure, Policy and Funding Coordination
- Brand Development, Partnerships and Communication

**Partnership with City of Olympia Economic Development Efforts:**

The Thurston Economic Development Council (EDC) is an integral part of the City of Olympia's Economic Development team and on-going strategy.

With the city's creation of an Economic Development Director position in 2015, Olympia has taken a big step towards being an active participant in pursuing its economic development objectives. The TCEA provides a framework that will allow Olympia to focus on local objectives while working seamlessly with the Thurston EDC and the region's other economic development partners.

The Thurston EDC will continue to focus its resources on activities such as regional job growth, recruitment, training and data collection and analysis while supporting Olympia and other regional partner organizations as they pursue individual economic development strategies.

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

None

**Options:**

NA

**Financial Impact:**

N/A

**Attachment:**

Thurston County Economic Alliance Strategic Plan