



City Council

Auto Industry Update and Strategy Briefing

Agenda Date: 2/7/2017
Agenda Item Number: 2.B
File Number: 17-0105

Type: study session **Version:** 1 **Status:** Filed

Title

Auto Industry Update and Strategy Briefing

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the update. Briefing only; no action requested.

Report

Issue:

Receive auto industry update and strategy briefing from industry consultant, Jodi Meade, Avison Young.

Staff Contact:

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

Presenter(s):

Renée Sunde, Economic Development Director
Jodi Meade, CRX, CSM, Principal & National Director Avison Young

Background and Analysis:

The automotive industry represents one of the City's major employers. Not only does the industry offer important employment opportunities, it is a significant contributor to the City's annual revenue base through the accumulation of sales tax revenue.

The city has contracted with automotive industry consultant Jodi Meade, of Avison Young, to embark on a strategy to strengthen our relationship with industry leaders, with a focus on retention and expansion possibilities within the Auto Mall and throughout Olympia. This strategy has allowed us to put together a winning team to better understand the opportunities and challenges facing local dealerships and national automotive manufacturers, in the coming years.

Neighborhood/Community Interests (if known):

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None

Options:

Debrief and Status Update Only

Financial Impact:

No Financial Impact report

Attachments:

None