Community & Economic Development 2026-2030 Strategic Plan

City of Tacoma | Community and Economic Development

Economic Development Committee
October 14, 2025

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Reflecting on our Strategic Plan

January 2024
Plan Review Kick–Off

July 2024 – June 2025
2020-2025 Plan Review

June 2025 - Present
Integrate Council Comments and Update Plan

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Pause to Listen and Learn

- Integrate Council input into plan
- Identify key shifts in priorities, structure, and implementation
- Support alignment with current economic realities and community needs

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Council-Informed Updates

- More data-driven and equity-focused
- Green and creative economies elevated
- CEDD positioned as a systems-level convener and partner
- Greater clarity on roles, metrics, and accountability
- Refines and responds to new realities
- Tone is more adaptive and responsive to needs

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What's New, What's Next

Theme	2020–2025	2026–2030
Equity	Present	Deeply embedded
Green Economy	Emerging	Central pillar
Creative Economy	New focus	Fully integrated
Workforce	Education & training	Quality jobs, equity, green jobs
Downtown	Growth & branding	Resilience, reuse, global ties

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Refining our Focus for Greater Impact

Focus Area	2020–2025	2026–2030
Business Retention	Traditional BRE	Sector-specific, green/blue/creative
Small Business	Supportive	Anti-displacement, micro, creative and legacy business support, creative funding
Workforce	Pipelines	Equitable access, wraparound supports, align with targeted sectors
Business Districts	NBD support	Complete Neighborhoods, Vacancy activation, cross-functional support
Downtown	Office space	Adaptive reuse, TOD, Activate public spaces
Industrial	Inventory	Tideflats, brownfields, traded-sector
Business & Development Climate	Customer service	Ecosystem alignment, feedback loops, tell our story

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Hearing the Voices of our Businesses

Business Climate Survey

- Expand support for small businesses outside traditional models
- Create anti-displacement programs for local businesses
- Increase communication

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Bringing it Together

Example
Tacoma Manufacturing Incubator

- Support small businesses
- Build using best practices
- Help businesses scale in-place

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Charting the Path Forward, Together

Tacoma's Future

- Align Workforce Development with Key Industry Sectors and Quality Jobs
- Facilitate economic diversification by promoting the Creative Economy including the Makers, the Green Economy and the Blue Economy.
- Invest in Business District Resiliency
- Think Big in Downtown
- Recruit developers and anchor tenants to increase the developable supply of industrial land and buildings.
- Support Initiatives to Grow and Sustain the Creative Economy
- Enhance Tacoma's Value Proposition: Tell our Story

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