



TO: Elizabeth Pauli, City Manager
FROM: Pat Beard, Interim Director, Community & Economic Development (CEDD)
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PRESENTER: Carol Wolfe, Community & Economic Development
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SUBJECT: 2024 Business Climate Survey
DATE: August 27, 2024

PRESENTATION TYPE:
Informational Briefing

SUMMARY:

The Community & Economic Development Department and the Tacoma Pierce County Chamber of Commerce (TPCCC) will review findings from a Council mandated survey of business climate to inform Council and CEDD staff.

BACKGROUND:

Resolution 41069 directs the EDC to review how the City can improve communications and better support local businesses, as well as how it uses existing revenues to support necessary community services that also meet the needs of the business community, and ensure the City is prioritizing anti-racism in the evaluation of new policies and programs. The TPCCC had also planned a similar survey for 2024 and the decision was made to combine resources to conduct a more extensive project and jointly undertake the survey and share the resultant findings.

ISSUE:

The business climate and business owner confidence in Tacoma are measurements of how Tacoma is performing with key elements of Resolution 41069, communication, and necessary services. CEDD staff in partnership with the TPCCC conducted a statistically significant representative business survey to measure business climate and confidence sentiments related to the directives of Resolution 41069 and will provide an overview of these findings to members of the EDC for their consideration.

ALTERNATIVES:

This is an information briefing only. There are no alternatives presented.

FISCAL IMPACT:

This is an information briefing only. City Council appropriated \$50,000 during the 2023/24 mid-year budget modification which was combined with \$50,000 from the chamber for a total cost of \$100,000.

RECOMMENDATION:

This is an information briefing only. There is no recommendation.