

Economic Development Department (EDD)



Betty Capestany, Director

BETTY.CAPESTANY@PIERCECOUNTYWA.GOV

253-798-6926

CITY OF TACOMA ECON DEV COMMITTEE
JANUARY 8, 2019



Mission Statement



- The EDD supports a business environment that creates local jobs and is a foundation for community wealth and prosperity in Pierce County.

A livable Pierce County where people choose to ...

live

work

raise
a
family



Pierce County EDD Engages in the following:



- Fostering a supportive business environment
- Providing direct support to businesses
- Engaging in marketing & communication activities
- Developing community partnerships
- Advocating for businesses within Pierce County government
- Delivering superior customer service
- Overseeing the Arts Program
- Managing resources dedicated to tourism funding

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City of Tacoma's ED Goals



- EC-1: Diversify & expand economic base
- EC-2: Increase access to employment for residents
- EC-3: Cultivate culture for business growth
- EC-4: Foster positive business environment w/in the City
- EC-5: Create brand & image that supports economic growth & leverages assets
- EC-6: Create thriving employment centers & Tacoma's role as a regional center for industry & commerce

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Collaboration & Opportunities

- Strategic partners
 - Leverage/maximize/coordinate
- Jobs focus
 - BRE; Recruitment;
 - Key clusters
 - Family wage jobs
- Executive Priority
- Telling the Story
 - unified/connected manner

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The Eco-System



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Focus for 2019

- Increase business outreach: recruitment and retention
- Grow tech sector jobs
- Class A office space
- Branding & marketing Pierce County to grow family wage jobs
- Tideflats Sub-Area/MIC
- NMA
- Leveraging military talent
- Tourism
- Opportunity Zone investments
- Infrastructure: transportation, utilities, broadband

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Partnerships & Collaborations



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