



**City Council Priorities 2018-2020**  
**Economic Development**

City of Tacoma

**City Council Committee of the Whole**  
**April 17, 2018**

... **Future State**

- Economic opportunity for all residents
- Vibrant downtown core, complemented by active business districts
- Business friendly environment has led to surge in growth, well-paying jobs
- Substantial employers providing livable wage jobs; small businesses significant drivers of economic activity throughout the City
- Majority of residents now work where they live

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## ... Components

- Strategic plan/actionable economic development plan
- Jobs
- Filling of Class A office space
- Facilitate rehab
- Recruitment of tech/ small business
- Gender pay equity
- Equalized development opportunities
- Increasing minority & women owned business
- Food innovation district

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## ... Future State – Strategic Plan / Actionable

- Tacoma 2025, One Tacoma: refocus on goals, performance measures
- Assess for relevance, update action plans
- Relationships with Port, Seaport Alliance, Pierce Co, UWT, medical sector, JBLM, others
  - Align long term plans for growth
  - Work together to achieve goals
- Complete subarea plans for Tideflats, Tacoma Mall

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## ••• Future State – Jobs

- Activate, engage Economic Advisory Board
- Refocus workforce development programs to address gaps between supply/demand for skilled workers
  - Activate higher ed (UWT, UPS, TCC, Bates, etc)
- Target specific industries, working with Port, Seaport Alliance
- Anchor institutions: identify and support needs

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## ••• Future State – Filling Class A Office Space

- Focus on available B, C office space; align with/meet market demand for co-working, live/work spaces
  - Facilitate adaptive re-use; catalytic fund to offset costs
- Clearly define roles: City of Tacoma/TPU, EDB, PDS, brokers, developers
  - Work as a team
- Downtown Works: follow up to strengthen core, attract development

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## ••• **Future State – Facilitate Rehabilitation**

- Collaborate with Public Works, Environmental Services, Sewer & Storm Water, Prop One, TPU to connect infrastructure improvements: concurrency
- Evaluate regulatory elements, codes
  - i.e. Brewery District, Lincoln, Hilltop Links, mixed use centers

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## ••• **Future State – Recruitment of Tech**

- Facilitate regional consortium (i.e. Startup 425)
  - Work with regional private, public partners to support entrepreneurs
- Support EDB targeted clusters
  - aerospace, cybersecurity, health services, trade & logistics
- Develop clear marketing strategy
- Enhance makeittacoma.com website

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## • • • Future State – Recruitment of Small Business

- Neighborhood Council Districts, Business Districts: focus on business retention/expansion; ID barriers in each district, address
- Access to loan programs
- Support business in years 2 – 5
- Revamp Small Business Enterprise program, reduce barriers to participation
- Work with landlords to host start ups, small business

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## • • • Future State – Gender Pay Equity

- Equal Opportunity Pay Act WA State
- Office of Equity & Human Rights

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## ••• **Future State – Equitable Development**

- Refocus Neighborhood Business District program; address need for additional BIAs
- Inventory vacant space, address infrastructure gaps/ layer with other projects (Metro Parks, transit)
- Complete public asset mapping/benchmarking; assess development capacity; develop strategy based on data
- Work with owners (Metro Parks, Tacoma School District) to redevelop sites
- Complete subarea plans to ensure readiness for development of Tideflats, Tacoma Mall

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## ••• **Future State – Increase Minority & Women Owned Business**

- Support/leverage Minority Business Development Agency (MBDA) activities
- Identify segments with existing participation by M & WOB, facilitate growth, provide business support
- Disparity Study follow up: understand barriers, work to remove
- Explore partnerships/ grant programs, i.e. Wells Fargo City Challenge
- Review/re-energize Small Business Enterprise (SBE)

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## ●●● Future State – Food Innovation District

- Partner with UWT, County Health Dept, Puyallup Tribe, Puyallup Watershed initiative, Harvest Pierce Co, Tacoma Farmers Market
- Create opportunity for indoor public market
  - Best practices: Lancaster PA, Columbus OH
- Create Eastside ethnic foods destination
- Explore cultural avenues to distributing food through unique delivery systems
  - Work with corporate & philanthropic partners
  - Grow Collective

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