

TO: Elizabeth Pauli, City Manager
FROM: Betty Capestany, Community & Economic Development
COPY: Economic Development Committee
SUBJECT: Economic Development and the City of Tacoma

PRESENTATION TYPE:

Informational Briefing

SUMMARY:

The Community & Economic Development Department (CEDD) has policy documents and a strategic plan to direct the department's work. These include: Tacoma 2025; The One Tacoma Comprehensive Plan; The Five Year Economic Development Strategic Framework; and the Two-Year Action Plan for 2018-2019. This presentation highlights a direction to leverage these prioritized areas.

BACKGROUND:

The ground work has been established focusing on community priorities:

- Increasing the number and quality of jobs throughout Tacoma.
- Diversifying Tacoma's living wage business base.
- Improving neighborhood business districts.
- Strengthening downtown Tacoma as a business core and residential option.

These priorities combined with the regional marketplace, global opportunities, Tacoma's key attributes and strong stakeholder commitment provide tremendous economic opportunities for the future.

The unique timing and synergy provides a unifying opportunity to capture Tacoma's presence as a regional leader attracting jobs, investments and resources for our citizens.

ISSUE:

To develop a unified message and plan that delivers on the accountability measures outlined in the 2025 Plan and provides a vibrant and diverse economy with good jobs for all. This unified community marketing campaign would be developed and branded across all stakeholders. Establishing Tacoma as a center of innovation in the region, the state and the Northwest. The result will bring greater economic diversification and vibrancy. Tacoma will be the place of choice for companies to locate their headquarters, grow jobs and invest. A place that attracts people to work, play, live & stay

ALTERNATIVES:

This is an information briefing only.

FISCAL IMPACT:

This is an information briefing only.

RECOMMENDATION:

This is an information briefing only.