

T C E A

Thurston Community Economic Alliance

Spring 2018 Report of Strategic Actions

A program of the  THURSTON
EDC
& CENTER OF BUSINESS
& INNOVATION

AREA 1

Career Pathways
& Workforce
Readiness

AREA 2

Target Industry
Growth &
Innovation

AREA 3

Small Business &
Entrepreneurial
Resources

AREA 4

Infrastructure
Policy & Funding
Coordination

AREA 5

Brand
Development,
Partnerships &
Communication

Thurston County Economic Development Strategic Plan

The TCEA is a voluntary partnership of local governments, businesses, non-profits, educational institutions and economic development practitioners that collaborate on the development, implementation and review of efforts to build and maintain a dynamic economy.

VISION

The Alliance will help our community compete and prosper in an evolving and increasingly competitive global marketplace. It will strive to extend economic opportunity to all population segments, facilitate strategic initiatives that produce regional benefits and create a structure and mechanism for aligning individual member and practitioner roles and responsibilities.

PLAN CONSTRUCTION ELEMENTS



AREA 1

Career Pathways & Workforce Readiness



Healthcare Upskill Backfill Program partnership with SPSCC increases health care talent pool for Thurston County Providence Hospital

Camo2Commerce \$11M investment puts over 1200 former military into local jobs





PATHWAYS
to Prosperity

2017 conference that facilitated business strategies for recruiting and retaining talent.

Save the Date!

2018 Conference, May 9th

6 MAIN AGENDA ITEMS

1. Pipeline of internships – focus of college student impactful employment experiences
2. Thurston Chamber of Commerce Partnership for Business Services and Business2Youth connection with local employers
3. Enhanced Support for South Sound Advisory, Regional CTE Directors and New Market Skills Center provides labor market information & youth employment options
4. Increased emphasis on apprenticeship programming broadens employments options
5. Formal development of STEM Network connects community organizations and schools
6. New Career Pathway materials highlight options and employment opportunities in the region

AREA 2

Target Industry Growth & Innovation

Main agenda items thus far:

- Identified other TCEA focus areas for alignment in efforts
- Identified our physical and non-physical assets
- Identified what makes Thurston County unique/what sets us apart from our region and state
- Next steps: Create a recruitment plan for targeted recruitment efforts. Gather stakeholders to attend targeted tradeshows

BREAKING GROUND

SPSCC's Craft Brewing & Distilling Center
Tumwater's Craft District

PAC 5 Economic development organizations – regional collaboration for business recruitment and market expansion

Trade missions – The EDC led a regional delegation to China in March of 2018. the mission resulted in a signed economic development agreement with the City of Dantu that will create a direct link with export opportunities and business development and investment opportunities for the South Puget Sound region.

4 MAIN INITIATIVES

1. Identify supply chain gaps
2. Identify opportunities within target industry clusters
3. Develop marketing and outreach strategies
4. Take coordinated private-public sector action to attract new investment

Homegrown hard cider company, Tart Cider, was outgrowing their garage and ready to scale up to a new production facility. They were signing a contract for a location in Tacoma when then EDC staff stepped in. With help from partners like the City of Tumwater and Kaufman Construction's willingness to innovate, Tart Cider will now be located in Tumwater's warehouse district, amongst a growing number of craft-minded businesses.



Current Recruitment –

Actively recruiting two manufacturing facilities to Thurston County which combined will create 100 new jobs.

Tenino Agriculture Business & Innovation Park – Scaling regional food production industry. Recruiting food manufacturers.

AREA 3

Small Business & Entrepreneurial Resources

Task Force Areas of Emphasis

- What community partners should be added to ensure a comprehensive view and an effective effort toward strengthening the region's entrepreneurial support system
- Map the region's existing resources and activities that contribute to the vision
- Identify gaps in the system and pursue opportunities to fill them



THINK—Thurston Investment Network has facilitated its first match & deal! Congratulations Trxstle!

RESOURCE DATABASE

The task force has created an extensive small business and entrepreneurship resource database that will become widely linked throughout the region.

5 MAIN INITIATIVES

1. Foster a culture of “Innovation”
2. Broaden awareness of CB&I and partner resources
3. Identify emerging business sectors and support networks to grow them
4. catalog business financing options and facilitate access
5. Ensure a multi-cultural business assistance environment



ScaleUp Training Series is being implemented and having impact — City of

Olympia and City of Lacey have invested and provide scholarships for businesses.



Olympia Downtown Association—DO BIS has established a

business assistance program in partnership with the CB&I & City of Olympia



Lacey MakerSpace is organized with an active steering committee group and is seeking funding toward opening in 2018

Avalon Co-working Space is being formed via a partnership between The Evergreen State College, Center for Business & Innovation, City of Olympia and private developer Big Rock Capital.

AREA 4

Infrastructure Policy & Funding Coordination

3 Thurston Area Development Projects

Thurston Regional Shared Legislative Agenda – Coordinated by the Thurston Chamber of Commerce



The region received \$550K to start I-5 planning through Thurston County. The Shared Legislative Partnership will seek \$5 million in 2019 to move the planning effort forward.

Capitol Lake EIS - DES received \$4 million to conduct an EIS for the Capitol Lake/Lower Deschutes Watershed. The EIS is expected to be complete in three years.

Public Transportation - Intercity Transit's local funding authority was increased. A capital needs study received \$315K from the state.



Creative Districts legislation passed in 2017. Cities of Olympia and Tenino pursuing pilot projects in 2018.

1. The Tenino Agricultural Business & Innovation Park received \$618K in infrastructure funding through State Capital Budget & \$75K for master planning from the Port of Olympia. Master planning is slated to begin next month.

2. The TransAlta Tono Solar project is moving forward at the old Tono mining site just east of Bucoda. The \$200+ million private investment project will establish the largest solar farm in Washington (up to 180 MW) and is slated for completion by Q4 2020.

3. Downtown Olympia's Views on Fifth project has cleared the hearing examiner process and has commenced the multi-family and commercial complex redevelopment project, which is a \$30 million private investment into the Thurston Economy.

\$500K for SPSCC Brewing & Distilling Equipment & \$500K for Tumwater Brewery Restoration received in State Capital Budget



AREA 5

Brand Development, Partnerships & Communication

*Experience Olympia & Beyond
new brand for
Thurston County*

**ALWAYS HANDCRAFTED,
NEVER CONVENTIONAL**

*Experience Olympia & Beyond is
creating an economic development
“landing page” that facilitates the use
of visual assets and consistent mes-
saging for Thurston County.*

South Thurston Economic Development Initiative (STEDI)



*buy local
campaign for
Yelm, Rainier,
Tenino,
Bucoda &
Rochester*

3 INITIATIVE AGENDA ITEMS

1. Brand alignment and external marketing

- Leveraged destination brand for economic development
- Worked with recruitment taskforce to create key messaging and story-brand for target markets

2. Communications plan

- Create strategy to engage & update community on TCEA progress

3. Signature projects and place-making

- Lacey Hub & Woodland Square District
- Tumwater Craft Brewing & Distilling Center
- Olympia Downtown Development & Project Avalon Co-Working Space
- South County Agriculture Business & Innovation Park and STEDI

Legislation passed in March of 2018 establishes and provides matching funding for a **Washington Tourism Marketing Authority**

KEY MESSAGES

WEALTH REDEFINED

Here, business is mindfully crafted

Innovation without the pretense. Business growth and entrepreneurs are thoughtfully supported.

A beautiful & iconic place to live with purpose

This is a place people want to be. Employees and families are rejuvenated by abundant connections, education and nature.

Near it all

Location matters. Washington's capital community is affordable, accessible and positioned to serve the greater Puget Sound region.





T C E A

Thurston Community Economic Alliance
LEADERSHIP

These community leaders have dedicated their time and experience to ensure the success of each of the strategic areas.

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- AREA 1:** Cheryl Fambles, PacMtn Workforce Development
 - AREA 2:** Kyle Wiese, Thurston EDC
 - AREA 3:** Celia Nightingale, Thurston EDC Center of Business & Innovation
 - AREA 4:** David Schaffert, Thurston County Chamber of Commerce
 - AREA 5:** Shauna Stewart, Experience Olympia & Beyond