Economic Development
2013 - 2014
3 FTE's

Economic Development Manager
1 FTE

Administrative Assistant
1 FTE

Economic Development Specialist
1 FTE

Key
- = Requested Position
- = Eliminated Position
Vacancy
Fund: 001 - General Fund
Dept: Community Development
Division: 13 - Economic Development

2013-2014 Budget Highlights

- Continue contracting with National Development Council (NDC) regarding financing the creation of new building products and business opportunities as well as redevelopment in the City's priority areas
Function/Program Description:

- 2013

Grow new investment and redevelopment opportunities and projects in the City.

Grow employment base, increase the revenue base and diversity, and expand Lakewood's economy consistent with Council priority focus areas and the long range vision for the community.

Short-Term Goals and Objectives:

- Grow economic development efforts along the I-5 corridor and Pacific Highway SW through business expansion, redevelopment and business recruitment while seeking new development and investment.

- Work with the consultants/stakeholder team, city departments, and others to redevelop the area and create new investment as well as creation of new building products and business opportunities in Tillicum.

- Work with other property owners on redevelopment opportunities in Council priority areas in the city.

- Encourage and begin enhancements to promote tourism, economic development and redevelopment in the International District.

- Expand the existing business retention and expansion program; coordinate these efforts with new partners.

- Recruit and support new businesses while encouraging economic diversification.

- Continue Buxton analysis as value for business attraction, expansion and retention.
• Continue work with the Lakewood Towne Center to expand business opportunities.

• Coordinate with city departments and external contractors and collaborative partners on the CDBG loan program and potential incubator project at Clover Park Technical College.

• Coordinate overall management and operations of economic development with other city departments to facilitate development projects.

• Review and respond to emerging issues, pending legislation, and provide guidance with regards to special projects and economic development initiatives.

• Develop and implement new department-wide performance measurements.

• Market the Pacific Hwy/I-5 corridor to developers after Kenworth Truck Company announces their location. Pacific Hwy will have Kenworth, Lakewood Ford, two new Marriott hotels, Candlewood Suites, Holiday Inn Express and the Sounder Station.

• Start-up on Woodbrook Business Park marketing after school closure is announced and the land is re-zoned to industrial.

• Continue a re-imaging campaign for the city to grow awareness of the opportunity for new retail, housing, and industry in Lakewood. Continue work with a public relations work firm, and complementary advertising where needed, to re-position Lakewood in the Puget Sound and more broadly with investment development sectors.
2014

Grow new investment and redevelopment opportunities and projects in the City.

Grow employment base, increase the revenue base and diversity, and expand Lakewood’s economy consistent with Council priority focus areas and the long range vision for the community.

Short-Term Goals and Objectives:

- Grow economic development efforts along the I-5 corridor and Pacific Highway SW through business expansion, redevelopment and business recruitment while seeking new development and investment.

- Work with the consultants/stakeholder team, city departments, and others to redevelop the area and create new investment as well as creation of new building products and business opportunities in Tillicum.

- Second round of possible enhancements to promote tourism, economic development and redevelopment in the International District.

- Work with other property owners on redevelopment opportunities in Council Priority areas in the city.

- Continue Buxton analysis as value for business attraction and retention.

- Continue existing business retention/expansion program; coordinate these efforts with new partners.

- Continue work with the Lakewood Towne Center redevelopment to expand business opportunities.

- Recruit and support new businesses while encouraging economic diversification.

- Coordinate with city departments and external contractors and collaborative partners on the CDBG loan program and potential incubator project at Clover Park Technical College.

- Coordinate overall management and operations of economic development with other city departments to facilitate development projects.
• Review and respond to emerging issues, pending legislation, and provide guidance with regards to special projects and economic development initiatives.

• Review and enhance department-wide performance measurements.

• Support enhancing the International District to create a distinct cultural locale to draw more out of the area tourists using banners, lamp poles and a map of cultural businesses on So. Tacoma Way.

• Full marketing of Woodbrook Business Park Plan opportunities to attract new investment, infrastructure, and businesses; and coordinate these efforts with other city departments.

• Continue a re-imaging campaign for the city to grow awareness of the opportunity for new retail, housing, and industry in Lakewood. Continue with a public relations work firm, and complementary advertising where needed, to re-position Lakewood in the Puget Sound and more broadly with investment development sectors.
2015 – 2018 Long-Range Goals and Objectives:

- Drive investment, redevelopment, and new business to the Council priority areas of the City of Lakewood.

- Grow existing business and business expansion as a means to create new Lakewood jobs, new investment, and help to stabilize the city's economy.

- Raise Lakewood incomes.

- Grow and foster a more positive image and perception about the City of Lakewood. Grow the number of stories highlighting positive business experiences and best practices occurring in the city. Utilize advertising where effective and gains can be assisted by additional media exposure. Seek national exposure in targeted niches for stories about Lakewood. These niches would be in tourism and areas that would foster investment, redevelopment, new development, new retail, and new jobs.

- Encourage upgrade improvements and development of both business and residential sectors of the community.

- Examine economic development best practices across the nation to incorporate those that would "grow our business" to be offered in Lakewood. Provide updates to our website that will facilitate this process.

- As particular sites or situations are identified, develop plans or strategies to move those locations or opportunities to a better state or situation (i.e. Town Center listed on I-5 with better directional signage, assembling ownership of parcels to deliver a new outcome, etc.).

- Raise Lakewood's tax base by bringing in new businesses.

- Avoid obsolescence.
• Continue working with the community development department, external investors, and developers on potential implementation of the Buxton studies of multiple retail nodes to attract new retail and commercial development.

• Engage community leaders, business owners and residents in the economic development process to increase support of city projects and to enhance the well being of our community.

• Work individually with major developments in the city to resolve issues emerging as development progresses.

• Further redevelopment and development of identified target areas.

• Participate in regional and countywide economic development organizations in support of military growth, economic development and contract opportunities around the military sector.

• Support sustainable and socially responsible growth that enhances future quality of life for our community.

• Work with our education and workforce leaders both locally and regionally to support a strong workforce.

• Support enhancements and promotion of a distinct cultural International District to draw more out of the area tourists, economic development and redevelopment, and to increase the tax base.
CITY OF LAKEWOOD 2013-2014 BUDGET
PROPOSED EXPENDITURES BY OBJECT

GENERAL FUND
COMMUNITY RELATIONS & ECONOMIC DEVELOP

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<tr>
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<td><strong>401,090.00</strong></td>
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## CITY OF LAKEWOOD 2013-2014 BUDGET
### PROPOSED EXPENDITURES

### GENERAL FUND

#### COMMUNITY RELATIONS & ECONOMIC DEVELOPMENT

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### ECONOMIC DEVELOPMENT DIVISION DIVISION TOTALS

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