



CITY OF UNIVERSITY PLACE

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ECONOMIC DEVELOPMENT PHASE II UPDATE

On November 13, 2001, the City Council unanimously approved the development of an Economic Development Strategic Action Plan – a joint partnering effort between the City and local Chamber of Commerce. Phase II of Economic Development Strategic Action Plan project follows and builds on the work accomplished in Phase I – planning for and facilitating the City's Economic Development Summit, held May 17, 2001, which was attended by approximately 70 people. Several tasks were accomplished in Phase I:

- Stakeholder interviews to identify key issues, opportunities and challenges for the City;
- Summary of existing City plans and recent economic development studies conducted for the City; and
- Preparation of a Summary Report documenting the Summit's proceedings, including a summary of key comments, perspectives and areas of agreement regarding the priorities for the City's future.

STRATEGIC ACTION PLAN OBJECTIVES

In conducting this project, the City will be guided by three key objectives:

1. Implement the City's Comprehensive Plan and Town Center Plan -- better and faster.
2. Expand business opportunities in the community and increase the community's economic choices and options.
3. Reinvest additional revenues generated by economic growth in the community.

Three products or outcomes are expected from this effort:

- Development of a **Strategic Action Plan**, to guide City policy development, implementation and investments;
- Formation of a **broadly representative Advisory Task Force** to guide the analytic effort and development of the Action Plan; and
- A **communication initiative** to guide future positioning, promotion and marketing efforts for the City and business community.

The attached chart outlines the 6 major tasks of Phase II workplan:

1. Environmental Scan and Community Profile Development
2. Business, Revenue & Market Analysis
3. Develop Preliminary Action Plan Goals and Implementing Strategies
4. Appropriate Roles and Responsibilities for City and its Economic Development Partners

5. Review the City's Vision Statement in the Context of Economic Development Action Plan Recommendations
6. Final Economic Development Strategic Action Plan

SPONSORSHIP AND PARTICIPATION

Successful economic development planning requires partnerships -- among City and regional agencies, and among City and business interests. Recognizing that the interests of all of these organizations are integrally linked and critical to the development of an effective strategy, the City seeks to obtain sponsorship and involvement from its natural partners. These include:

- The Tacoma-Pierce County Chamber of Commerce; and
- The University Place business community, the Pierce County Economic Development Department and the Tacoma-Pierce County Economic Development Board.

TASK FORCE PROCESS

An important component of Phase II will be the formation and facilitation of a broadly representative Advisory Task Force, to serve as a sounding board and to provide guidance in the development of new policies and strategies. The project Advisory Task Force will include representatives from University Place business and property owners, Chamber representatives, neighborhood residents, and other important representatives of the community. The Task Force is expected to reflect the diverse perspectives and interests in the community, and a significant objective of the project is to work with the Task Force to obtain consensus on the optimal and appropriate actions and strategies for the City's economic future.

The Advisory Task Force will meet monthly to review work in progress and to discuss key issues as they emerge. The Task Force's meetings will be carefully planned and facilitated – including development of meeting agendas and packets, and meeting summaries. The materials will be placed on the City's website to share its work-in-progress with the whole community.

If you would like more information, please contact John Caulfield at 253.460.2512 or email at Jcaulfield@ci.university-place.wa.us.