



## Amazing Place: Growing Jobs and Economic Opportunity in the Central Puget Sound Region

The following have been identified by the Economic Development District board as focus areas for board engagement in 2019.

### 2019 ECONOMIC DEVELOPMENT DISTRICT FOCUS AREAS - DRAFT

#### Public Broadband Buildout

Existence of broadband connectivity is crucial to economic development. Improved access to speeds that encourage economic development are needed in both underserved areas as well as very developed parts of the region. Infrastructure must be expanded to reach areas with limited broadband access and capacity, to help support home-based businesses, maker spaces, incubators, and tech hubs scaled to local needs. Various efforts are underway to expand broadband access throughout the region, including giving telecommunications authority to all Washington ports, the CERB Rural Broadband Program and allowing Kitsap Public Utilities District to offer broadband services directly to consumers.

*Amazing Place strategy: Encourage economic growth across all parts of the region. Advance economic development within small cities and rural communities*

#### Tribal Economic Development

The region is home to nine federally recognized tribes and other Native peoples. Each tribe plays a significant role in the region's economy, and these sovereign nations coordinate economic development activities for their communities.

*Amazing Place strategy: Embrace, celebrate, and promote the diversity of the region's people*

#### Greater Seattle Partners

The regional economic strategy calls for improving regional support for and coordination among economic development entities working to retain regional businesses and recruit new businesses to the region. Greater Seattle Partners (GSP) was formed in 2018 with a focus on business recruitment, attracting new investment, promoting international trade and growing regional industry clusters. GSP's first CEO, Brian McGowan, discussed the goals of the new organization at the EDD Board's October 2018 meeting. The new organization is working to develop its first five-year strategic plan, expected to be completed mid-2019.

*Amazing Place strategy: Strengthen, coordinate, and grow retention, expansion, and recruitment efforts*

#### Global Trade & Supply Chain Management Analysis

The region is a key maritime gateway connecting U.S. and international markets, and over 40% of jobs in the region are tied to international trade. Significant deep-water ports, road and rail connections, and proximity to Pacific Rim countries support a thriving regional Transportation & Logistics industry. Work is underway by the Center of Excellence for Global Trade & Supply Chain Management at Highline College to analyze the economic impact of global trade and supply chain management in the state. Building upon this work, other partners are pursuing an analysis to better understand how key regional distribution nodes support the statewide freight distribution network.

*Amazing Place strategy: Improve the region's transportation system*

#### Washington Global Health Industry Analysis

The strategy calls for the continuous identification of industry growth opportunities in the region. The region's Global Health industry leads the world in infectious disease research and development of medical devices, and is tied into other regional industries such as information technology, life sciences and agriculture. The Washington Global Health Alliance (WGHA) released analysis in 2015 which showed that the industry supported 12,600 jobs in the state and had an economic impact of \$5.8 billion. WGHA is releasing an updated *Washington Global Health Landscape Study* in December 2018.

*Amazing Place strategy: Strengthen, coordinate, and grow retention, expansion, and recruitment efforts*



### **Washington Maritime Industry Development**

The *Washington State Maritime Sector Economic Impact Study* in 2017 estimated the impact of the state's maritime economy at \$37.8 billion. This industry is strongly connected to the region's military, tourism, and transportation and logistics industries as well. Regional efforts are working to modernize the industry, from regional ports to shipbuilding activities is modernizing, including the work of Washington Maritime Blue 2050.

*Amazing Place strategy: Strengthen, coordinate, and grow retention, expansion, and recruitment efforts*

### **Washington Tourism Marketing**

The region is home to diverse areas of natural beauty and cultural assets unlike any other place. As a result, the region is rich with recreational activities, entertainment, and amenities that draw visitors from around the world and contribute to a high quality of life for residents.

In 2018, the Washington legislature passed a bill which provides a funding mechanism to support tourism funding. This will fund a statewide tourism marketing program for the first time since the state's tourism marketing office was shut down in 2011. In addition, a comprehensive statewide marketing plan has been developed to utilize these funds and is targeted to benefit communities across the region. The Washington Tourism Alliance has been selected to administer this marketing program.

*Amazing Place strategy: Support and promote international trade*



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### Ranking Sheet

Rank topics: #1 being the highest area of interest to you

<b>2019 ECONOMIC DEVELOPMENT DISTRICT FOCUS AREAS - DRAFT</b>	
<b>Item</b>	<b>Rank</b>
<b>Public Broadband Buildout</b>	
<b>Tribal Economic Development</b>	
<b>Greater Seattle Partners</b>	
<b>Global Trade &amp; Supply Chain Management Analysis</b>	
<b>Washington Global Health Industry Analysis</b>	
<b>Washington Maritime Industry Development</b>	
<b>Washington Tourism Marketing</b>	