



City of Tumwater Strategic and Economic Development Planning

The City of Tumwater is embarking upon a strategic and economic development planning process to clarify a desired vision for the future of the community, align City priorities and resources, and proactively shape the city's economy in line with that vision. Berk & Associates, a Seattle-based public policy consulting firm, has been hired to lead the City Council and an Economic Development Advisory Committee through this process.

The end products – a City Strategic Plan and an Economic Development Plan – will guide future efforts by the City and its partners to help the community build on its many assets, address challenges, and maximize opportunities. The process will be informed by analytic insights and a clearly established situation assessment, as well as considerable discussion by the City, its partners, and the public.

This process comes at an important time for Tumwater, as the community considers important issues that will significantly shape its future. These topics include the long-term fiscal health of the City; annexations, population growth, and increasing demands on City services; and opportunities to guide retail and industrial development to conform to the community's desired future.

Analytic Inputs

The following analytic components will be incorporated to provide a multi-dimensional perspective on the community's challenges and opportunities:

- **Stakeholder Interviews** – Phone and in-person conversations with a representative sampling of City staff, business and community leaders, and members of the building and development community.
- **Community Survey** – A random sample telephone survey of Tumwater residents.
- **Economic and Community Profile** – A baseline assessment of the community's socio-economic profile and market position.
- **Market and Land Supply Analysis** – An aggregate assessment of land supply by future use and a more specific analysis of how key parcels and development areas are viewed by business and development markets. This analysis will assist the City in making realistic, market-based land use decisions.
- **Fiscal Impacts and Opportunities Assessment** – An analysis of the impact of various strategic development options on the City's future fiscal sustainability.
- **Two Community Forums** – Public open houses designed to share research findings and obtain broad perspectives and creative input from the public.



Plan Topics and Components

	Strategic Plan	Economic Development Plan
Planning Body	<ul style="list-style-type: none"> • City Council 	<ul style="list-style-type: none"> • Economic Development Advisory Committee
Issues to be Addressed	<ul style="list-style-type: none"> • Desired vision of the community's future • Fiscal sustainability of the City • City services, staffing, capital facilities, and investments • New opportunities and partnerships • Annexation opportunities • Town Center and other commercial and industrial centers, including Town Center and the brewery site • Quality of life and community identity 	<ul style="list-style-type: none"> • Goals and policies to support the community vision for economic development • Focal areas for commercial and industrial development • Buildable land and infrastructure needs within focal areas • Guidance on appropriate land use/zoning designations and development standards • Utility infrastructure and investment opportunities and strategies • Partnerships and marketing strategies • Quality of life and community identity
Primary Inputs	<ul style="list-style-type: none"> • Joint City Council and Planning Commission meeting • Council retreat • City Council meetings and public hearing • Two public open houses • Stakeholder interviews • Community survey • Assessment of current plans, policies, programs, and partnerships • Fiscal base analysis • Demographic and economic analysis 	<ul style="list-style-type: none"> • Joint City Council and Planning Commission meeting • Planning Commission and City Council meetings and public hearings • Two public open houses • Economic Development Advisory Committee meetings • Assessment of the fiscal impacts of land use alternatives • Market and land supply analysis
End Products	<ul style="list-style-type: none"> • City Vision and Mission Statements • <i>City Strategic Plan and Implementation Plan</i> with Goals and measurable Strategies; timeline, roles, responsibilities; resource needs and priorities; linkages to budget and policy development 	<ul style="list-style-type: none"> • <i>Economic Development Plan and Implementation Plan</i> with Goals and measurable Strategies; timeline, roles, responsibilities for the City and key partners; resource needs and priorities
Timeline	<ul style="list-style-type: none"> • October, 2007 to April, 2009 	<ul style="list-style-type: none"> • November, 2007 to December, 2009

Your Questions and Input Welcomed

Please direct any questions or input for consideration to Tim Smith, Senior Planner [(360) 754-4210 or tsmith@ci.tumwater.wa.us]. Additional information and project information available on the City's website at <http://www.ci.tumwater.wa.us/strategic.html>.