



Kitsap Regional Coordinating Council

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Tom Danaher, PAO *
*Naval Base Kitsap***

Mary McClure
Executive Director

* *alternate*
** *non-voting member*

25406 S. Kingston Road
Kingston, WA 98346
360-377-4900 (voice)
360-297-7762 (fax)
www.kitsapregionalcouncil.org

Board Study Session

February 6, 2007

Meeting Notes

Topic: Kitsap 20/20 Action Strategy for Sustainable Economic Prosperity *with Mary McClure, Executive Director, Kitsap Regional Coordinating Council*

The value of lasting economic prosperity:

Economic goals put forth last year by the Kitsap 20/20 Steering Committee emphasized lasting economic prosperity for the Kitsap region. These include:

- Thriving communities
- Family wage jobs
- Healthy and balanced lifestyles
- Strong and successful business opportunities
- Legacies that draw our children and their families back to our communities.

The cross-community effort to make these goals a reality was led by PS Reilly, economic consultant with the Athena Institute. A Steering Committee with members from the Kitsap Regional Coordinating Council, Olympic College, Washington State University, and the Kitsap Economic Development Council. Intensive one-on-one interviews, sector meetings, and roundtable discussions included local business leaders, community members, and youth leaders.

Questions discussed in each forum included:

- What do we want to grow into? What do we want to keep?
- What are the broader trends that we need to take into account?
- How do we best retain, attract & grow commercial activity and quality jobs?
- What countywide goals, strategies, and initiatives will help us accomplish this?
- How do we keep things coordinated?

The Kitsap 20/20 process determined that business' choice of Kitsap relies heavily on our quality way of life, on being a "High Value Community to Live, Work, & Play":

- The less intensive pressure in Kitsap County than the I-5 Corridor.
- Unique, livable communities with low crime and great schools.
- People, prosperity, place, proximity, and personal values are nurtured and maintained.
- Abundant natural resources – clean air, clean water, quality parks and open spaces.
- Access to varied outdoor recreational activities and natural splendor.
- A strong sense of community history, tribal heritage, a sense of belonging.

Economic Prosperity Trends:

Niche manufacturing and manufacturing competition will support specific industries (e.g. marine, boat, building trades, clean technology). Sector-specific strategies will work for Kitsap. The regional “clustering” approach doesn’t really fit our smaller size, although Kitsap can benefit from the regional clusters of the Puget Sound Prosperity Partnership. The next big business driver is sustainability – and high value/low impact businesses. Addressing our tax-base dilemma (higher sales tax revenue from lower wage retail jobs) is essential.

Strategies to realize these trends include positioning the County on the leading edge of sustainability. This includes advancing the Port of Bremerton’s Sustainable Energy and Economic Development (SEED) Project. Focus on key sectors where the County can retain, attract and grow companies. In this process, it is important to recognize and implement clear community-specific formulas for success (i.e. what “works” for Poulsbo may not work for Bremerton or Bainbridge Island). It is essential to provide more support for home-based businesses, including zoning considerations.

Economic growth will be determined by understanding Kitsap’s Economic Engine. Throughout the Kitsap 20/20 process, there has been recognition that future growth must continue to enhance our livable communities and retain our quality of life. While military personnel and their families are told to live here, the rest of our citizens choose to live here. We need resources (e.g. jobs, recreation, and quality of life) for all parts of our population. (*Note: Tom Danaher later commented that Kitsap is one of the most desirable stationings, and that many former Navy personnel choose to retire here.*)

Strengthening business relationships overall and key sectors will also generate more activity. Identified sectors include:

- Tourism and leisure
- Clean Tech/Sustainability
- Technology (& related research and development)
- Defense-related (could increase sector by 50%, primary and subcontracting opportunities)
- Lifestyle retail (restaurants, salons, boutique shops: lifestyle choices: jobs and enhanced community: think University Village)
- Life services (daily retail, professional services, health care, education: provide jobs and enhance community)
- Construction, trades, & development (strong focus on workforce development)
- Agri-business (over 500 farms and more Farmers Markets in Kitsap County than any other county in WA State!)
- Manufacturing related to the above

Key Initiatives:

- Pursue sector-specific opportunities
- Enhance economic development processes
- Promote our community
- Improve the role of government as a partner (e.g. permitting, incentives, transportation, procurement, housing)
- Continue to enhance our livable communities

Work-groups and strategies are currently underway to move forward with initiatives and advance each sector. Over the next 60 days, these strategies will be further detailed.

Making it Happen and Keeping it All Coordinated:

KEDA's focus is to establish a common strategy and coordinate industry and government sector efforts around sustainable economic development for economic prosperity. The KEDA Board will have similar structure to Tacoma/Pierce County Economic Development Board with its 36 voting + 3 non-voting member Board, Industry/Government balance, quarterly meetings for the Full Board and monthly meetings for the Executive Board. Broad KEDA membership will include:

- Private businesses and individuals
- Community leaders and organizations
- Economic development organizations

The main activities for KEDA include:

1. Sector specific: develop & implement strategies
2. Monitor performance on partners' cross-cutting initiatives
3. Coordinate marketing of the County
4. Annually plan & set priorities around economic development goals
5. In cooperation with communities:
 - a. Respond to economic development opportunities
 - b. Outreach for economic development
6. Ongoing communication and education
7. Best practices research

Pledged Government sector support has enabled KEDA to operate through June of 2007, with \$80,000 in operating revenue. The expanded Board of Directors will be voted in at the next Kitsap Economic Development Council meeting on Thursday, February 22. There will be 18 Government sector members and 18 Industry sector members, plus three non-voting members. Mayor + 1 City Council member will represent each city in Kitsap County. It is important to know which city council members will be participating in the government sector by Thursday, February 8.

Proposed that there be an Interim Executive Board for the first two quarters of 2007 to focus on: developing the budget, work program, staffing, pursue industry sector partnerships and keep up with current momentum of activities and strategies. The Executive Board would meet monthly through June, 2007, and be comprised of eight members, including: 4 industry sector, 4 government sector, plus 1 Executive Director/Secretary (non-voting).

Contact the Project Staff Team (Kathy Cocus, Mary McClure, Ken Attebery) with regards to how *you* would like to participate in shaping Kitsap's economic prosperity. Involvement can take many forms, including: Sector strategies, cross-cutting initiatives, interim Executive Board, KEDA Board Member.