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## Executive Board Study Session *June 3, 2008*

*Topic:* Kitsap Economic Development Alliance: Overview  
*Speaker:* Bill Stewart, Executive Director

### Kitsap Economic Development Alliance (KEDA) Key Issues:

- The Kitsap 20/20 Plan, created in late 2006/early 2007 is comprehensive; however implementing operation has been a challenge. A recent staff retreat dealt with rearranging some staff duties to get results, creating an operating plan through 2008, and discussions on financing and quality of life.
- Business Retention and Expansion (BRE): There is growth in the current jobs located in Kitsap. Further work can be done by operationalizing target sectors like:
  - Clean Tech: An emerging industry
  - High Tech
  - Small Business: KEDA is a point of contact for many
  - DefenseThis sector relies on relationship building.
- Recruitment: This is expensive and the Alliance is moving forward with this initiative on “the cheap” for now. They are sending letters out, with a follow-up phone call, to Puget Sound area companies in the target sectors.
- Aerospace: Airplanes and Defense: The State Legislature has initiated an incentive system, as an investment for expansion in this sector.
- KEDA is doing a lot of restructuring and has a lot of hard work ahead. The details are critical.

### Discussion Points:

- Questions: Where is the Alliance going? What are you trying to do? Where is the focus? We need to recognize what we’ve got – our strengths and liabilities. We cannot support the infrastructure we have – there are too many transportation issues, etc. The short term needs to have important goals too. We just need to see the Alliance move in a clear direction. *Answer:* Right now, we are focusing on the best opportunities – we do not have some of those answers yet.
- When discussing BRE effort do not forget the Tribal enterprises and partnerships.
- We need to examine the model to make sure it still works – it may be the model for the 20<sup>th</sup> century, but not for the 21<sup>st</sup> century. Also, the retirement sector is important. People live here because of quality of life issues and the other resources that are available here.
- In the Government as Partner sector: Staff should know about the Federal Acquisition Regulations (FAR). If there is a staff person focusing on the business section it would be good for government requisitions. A strong part of the KEDA’s 5 – 10 year plan would be to acquire a FAR specialist.

- KEDA has wisely moved away from the smokestack and has focused their energy on quality of life in Kitsap County. The Alliance should not spend a lot of time on tax incentives; there is not enough to make a strong case for them and the Alliance does not have enough experience.
- Mayor Bozeman had a Seattle luncheon about two years ago that was successful. Cascade, a medical billing company, had issues with training people that would then leave for a government job. Olympic College has a very good medical billing program. Also, a small fishing boat company moved here because the owners' parents lived here and they wanted their children to live near their grandparents.
- We have come together. Transportation is good on the whole. However, we have not gotten anywhere with the South Kitsap Industrial Area (SKIA) and the Sustainable Energy and Economic Development Project (Kitsap SEED Project). We need to have unity through the Kitsap 20/20 blueprint.