



Kirkland Business Roundtable 2007 Work Plan

Key Issues to Pursue

1. Workforce attraction, retention and development

- Identify what qualities attract potential employees to Kirkland.
- Is "Kirkland Cool" a factor and if so what in particular?
- What are the barriers or disincentives to working in Kirkland?
- Identify strategies to attract quality employees.
- Is employee retention a problem and, if so, what are reasons?
- What can be done to retain quality employees?
- Identify strategies to help employees and their businesses with employee training and development.

2. Green Kirkland

- Identify all the environmental stewardship efforts currently taking place in Kirkland—public and private.
- What can be done to promote the concept/image of Green Kirkland?
- Identify business opportunities created by the theme of Green Kirkland.
- Does promoting Green Kirkland make strategic business sense?
- Identify opportunities for businesses and their employees to participate in Green Kirkland efforts.

3. Creating an Entrepreneurial Environment

- How many "start-up" and/or "small entrepreneurs" are there currently in Kirkland?
- What types of industries do they represent?
- Identify strategies for making contact with these entrepreneurs.
- What are the needs, issues, and problems faced by these entrepreneurs?
- What can be done to create a supportive environment for them?
- What can be done to attract more entrepreneurs?

4. Real Estate Products

- What types of work space are needed to attract and retain businesses?
- Does Kirkland have a sufficient supply of these kinds of work spaces?
- Delineate strategies and incentives to increase the supply of work space.
- Where are the opportunities for more work space?