

Kirkland Business Roundtable

What's Next?

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Today:

- Brainstorm a few of the key issues affecting how we design the future of the Roundtable.
- Identify a “work plan” (what and who) to further explore the issues and inform the Roundtable going forward.

Our Vision:

*Become a voice for employers
who support a growth future
that does not compromise
Kirkland's quality of life.*

What Does This Mean?

- **Types** of growth?
 - Hi Tech...
 - Housing...
- **Locations** for growth?
- **Flexibility vs. Definition?**
- **Other...?**

Is it in our interest to specifically define the types of growth we are talking about, or maintain a set of general principles that we apply to our own advocacy?

Our Strategies:

How should we approach the key areas of organization, engagement, and communication to support the vision of the group?

Organization Issues

- What's next for the Roundtable
 - What form should the Roundtable take... stay the same or evolve into something more defined?
 - Informal/Informational, (Current) Organization, or (More) Formal Organization
 - What vehicle best serves the needs of larger employers?
 - How best to complement the efforts of the Greater Kirkland Chamber of Commerce, Kirkland Downtown Association, and other business organizations working on behalf of local employers?

Internal Engagement and Communication Ideas

- Roundtable Meetings
- Handouts
- Committees and/or work groups
- Electronic (Email; SharePoint, other?)
- Other?

How do we want to experience the Roundtable?

External Engagement and Communication Ideas

Some methods

- Invite decision makers to Roundtable Meetings
- Provide input to public decisions relative to growth choices (Written; Testimony?)
- Collaborate with Chamber and other business advocates

Questions going forward

- Terms of engagement
- Who will be speak for the Roundtable?
- How to reach the broadest public?

This piece is crucial in determining HOW we will become the voice for our vision.

The Business Case for Tech-Led Economic Development for Kirkland

- Why target technology
 - Best wealth generator—also new jobs
 - Only 4% of US workforce but contributes 35% to GDP growth
 - Milken Institute found 65% of difference in economic success for regions is due to growth/presence of technology cluster
 - Attraction/retention of young workforce
 - Educated Workforce
 - Entrepreneurs
 - High wages
 - National Salary
 - Systems Design: \$76,000
 - Software Engineer: \$100,000
 - Puget Sound Region Average Salary: \$112,599

The Business Case for Tech-Led Economic Development for Kirkland

- Why target technology–
Region is a National Leader
 - Industry peaked in late 2000 with 154,000 (covered employment) jobs
 - Dot-com bomb accounted for 7.5% loss of IT employment
 - Most recent numbers show stabilizing in 2004–5 and recouping of losses in more recent years
 - (Partial) Regional Breakdown of IT employment (2004)
 - Software: 31% of jobs
 - Computer related: 17%
 - Telecommunications: 15%

The Business Case for Tech-Led Economic Development for Kirkland

- **Why target technology for Kirkland**
 - Major enterprise software, internet marketing, telecom and videogaming companies are here and are magnets
 - IBM, Google, Clearwire, Bungie Studios
 - Breakdowns for Kirkland by NAICS (Department of Revenue) codes
 - Custom Computer programming services: 41
 - Software Reproduction: 4
 - Software Publishers: 8
 - Computer Systems Design: 16
 - Data Processing, Hosting etc: 13
 - Internet Service Providers: 4
 - Computer and Software Stores: 20
 - Computer and Office Machinery Repair: 3
 - Other Computer Related Services: 155
 - Match for Kirkland Demographic
 - Kirkland population has high educational attainment
 - High cost of living
 - With more tech jobs, more revenue stays in Kirkland
 - Less people commuting to jobs (split is currently 75%–25%)

The Business Case for Tech-Led Economic Development for Kirkland


- What do Technology Companies Need
 - Talent
 - UW IT Management Program
 - LWTC (4yr degree and polytechnic initiative)
 - Digipen
 - Business Climate
 - State—R & D tax credits
 - Local—No B & O tax
 - Infrastructure
 - Telecom—Verizon
 - Office Space

The Business Case for Tech-Led Economic Development for Kirkland

- What do Technology Companies Need
 - Infrastructure
 - 20,000 plus sq. ft. floor plates for most flexibility
 - Ability to expand
 - Telecommunications
 - Reliable/redundant power
 - Special features including HVAC and loading for servers
 - Security
 - Amenities—Parks, libraries, restaurants...
 - Transportation modes
 - ❖ Certainty of 4 parking stalls per 1000
 - ❖ Transit availability

The Business Case for Tech-Led Economic Development for Kirkland

- Recommendation
 - Intentional Design around a Tech-Led Growth Future
 - Support network of existing companies
 - Branding of tech districts and corridors
 - Provision of templates, models, a charette
 - Education of development interests
 - Recruitment campaign



2008 Workplan