

# KIRKLAND BUSINESS ROUNDTABLE

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Panel Discussion and Instant Polling  
Exercise: Economic Development Element  
of the City's Comprehensive Plan

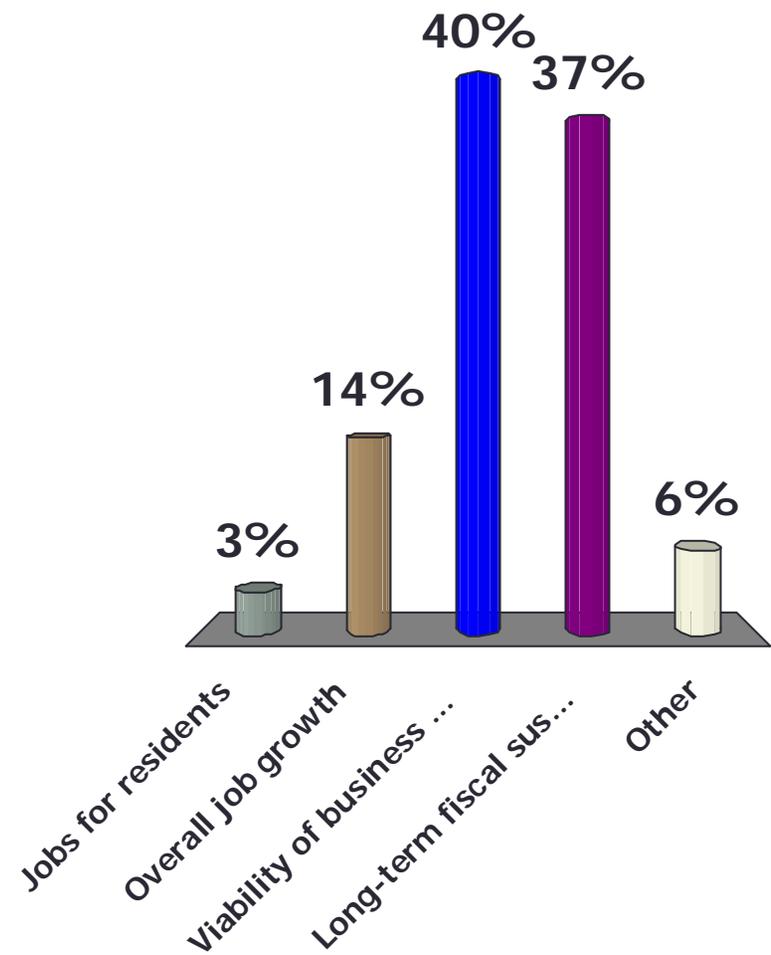


## City's role in Economic Development

- Provide jobs for residents
- Provide overall job growth
- Ensure the viability of business districts
- Ensure the long-term fiscal sustainability of City services

# Q1: Most important role in Economic Development

- A. Jobs for residents
- B. Overall job growth
- C. Viability of business districts
- D. Long-term fiscal sustainability
- E. Other



# Current Economic Development Goals & Policies

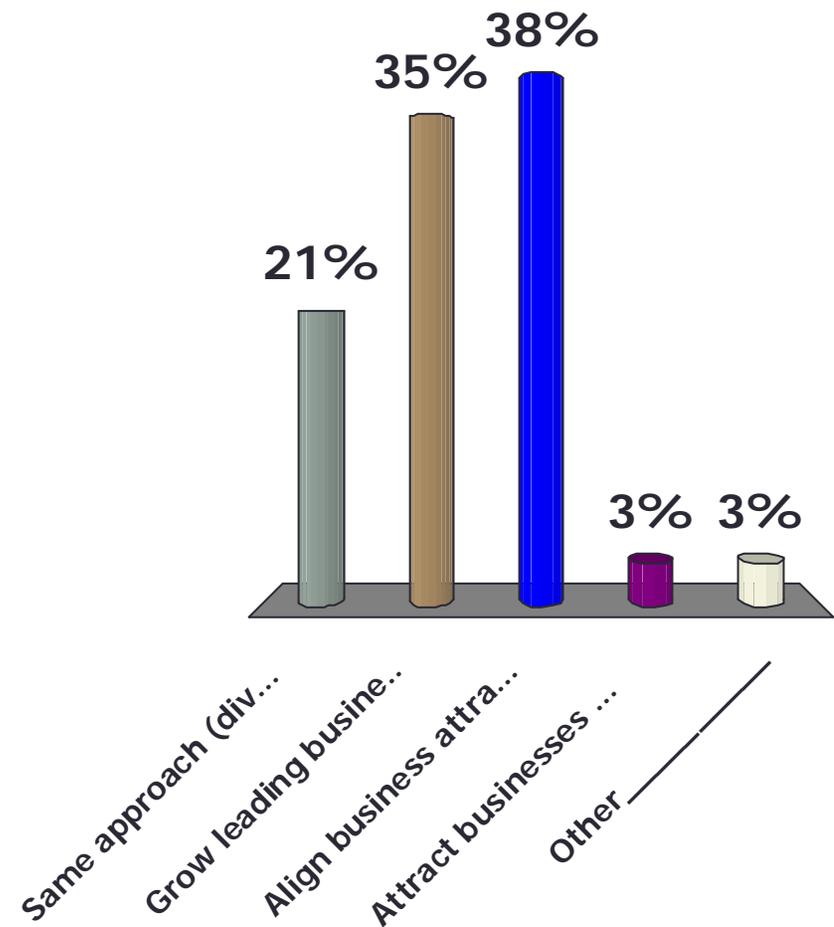
- **Goal ED-1: Foster a strong and diverse economy consistent with community values, goals and policies.**
  - Businesses retention and recruitment
  - High wage jobs
  - A diversity of businesses that provide goods and services
  - Strengthen the tax base (diversity of sales tax generators)
  - Businesses that import sales tax; high technology and startup companies, wholesale, manufacturing, contracting, arts, tourism and recreation
  - Clusters of complementary businesses
  - Balance of jobs and housing
  - Home based businesses

# What should the City's approach be?

- Continue to focus on a diverse economy
- Grow our leading business clusters (professional services, software development, and auto retail)
- Align business attraction with regional business clusters (such as software development, aerospace, medical device technology)
- Focus on attracting businesses whose salaries align with the local cost of housing
- Other ideas?

## Q2: Maintaining a diverse economy or try something new?

- A. Same approach (diverse economy focus)
- B. Grow leading business clusters
- C. Align business attraction with emerging regional business clusters
- D. Attract businesses whose salaries align with housing cost
- E. Other \_\_\_\_\_



# Local & Regional Partnerships

- **Goal ED-6: Foster collaborative partnerships among community interest groups to achieve Kirkland's desired economic goals**
  - Collaborate with business organizations and community stakeholder to ensure a prosperous economy
  - Partnerships of diverse community representatives to develop and implement economic development strategies



**Understanding that many residents commute to jobs outside of Kirkland and many local businesses and non-residents rely on a reasonable commute to jobs inside Kirkland....**

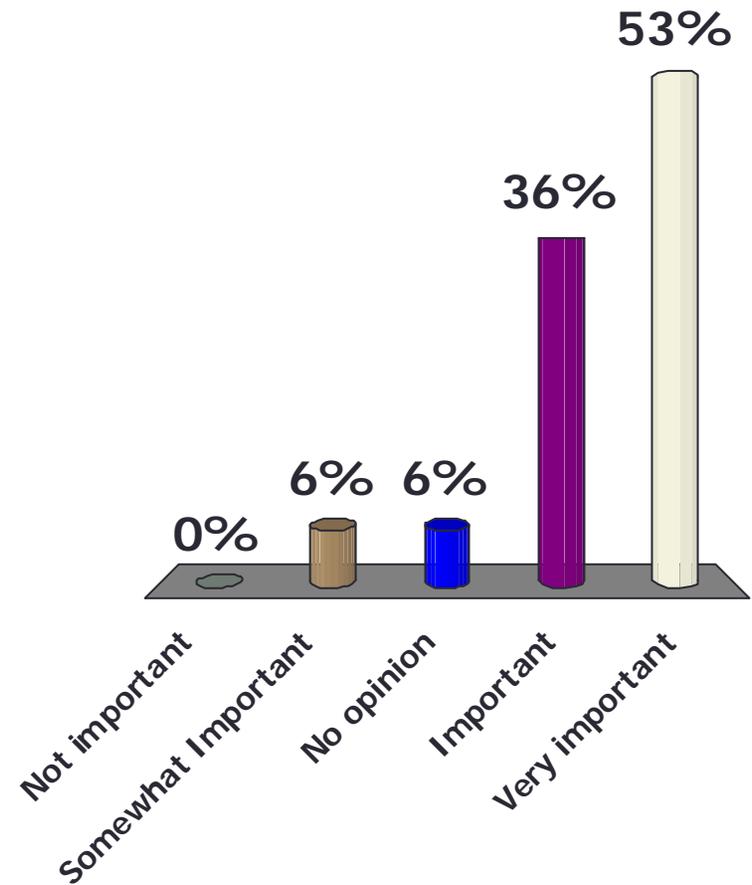


# How important is it for Kirkland to adopt a more aggressive Eastside approach to economic development, especially in the area of employee transportation mobility?

- Not important
- Somewhat Important
- No opinion
- Important
- Very important

## Q3: Transportation: More aggressive Eastside approach

- A. Not important
- B. Somewhat Important
- C. No opinion
- D. Important
- E. Very important



# Education & Training Facilities

- **Recognizing that many jobs require a science, technology, engineering and math (STEM) skill base and in the Information Technology (I.T.) and manufacturing sectors, higher education in engineering and related skills...**

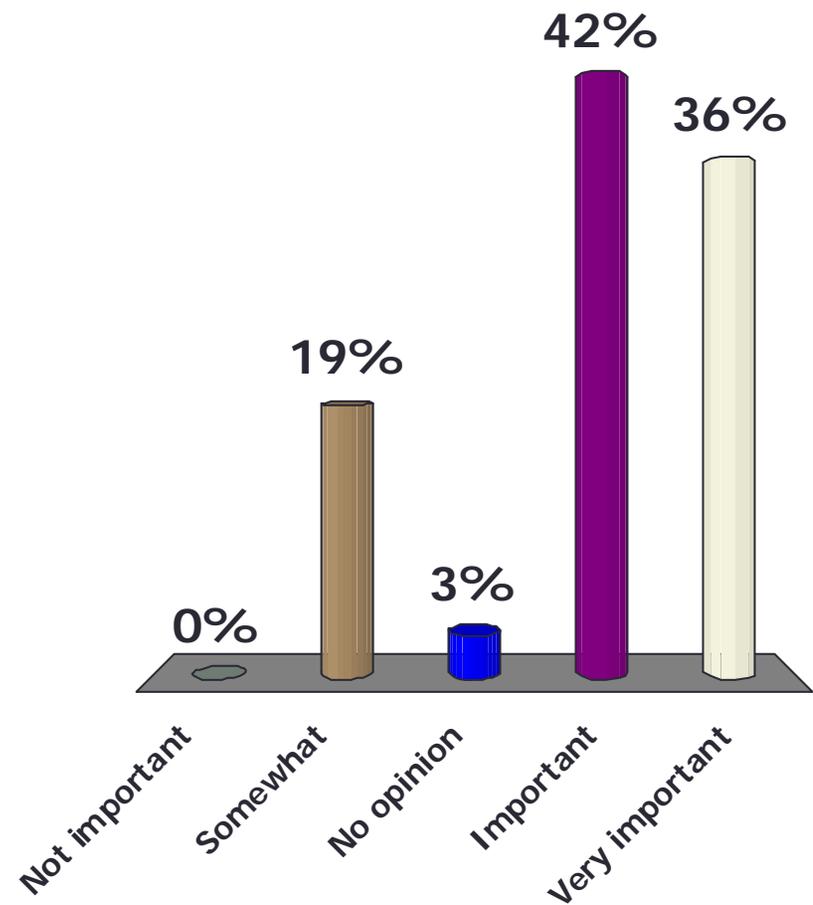


**How important is it for Kirkland's economic development policy to take a stronger role in advocating for education and training facilities on the Eastside to meet current and future workforce needs?**

- **Not important**
- **Somewhat important**
- **No opinion**
- **Important**
- **Very important**

# Q4: Advocacy: Education & Training Facilities

- A. Not important
- B. Somewhat
- C. No opinion
- D. Important
- E. Very important

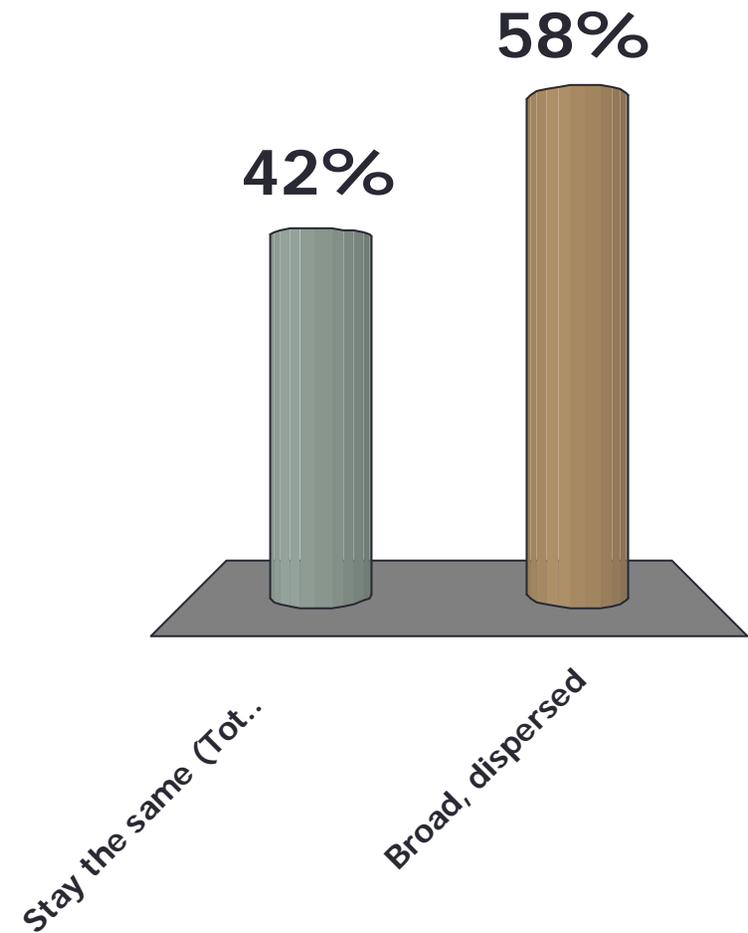


# Employment Density

- **Current Comprehensive Plan policy has major employment density focused on Totem Lake and Parkplace. Should the City....**
  - Maintain current policy
  - Adopt a broader, more dispersed approach to business development and employment to major neighborhood districts

## Q5: Employment Density

- A. Stay the same  
(Totem Lake -  
Parkplace)
- B. Broad, dispersed



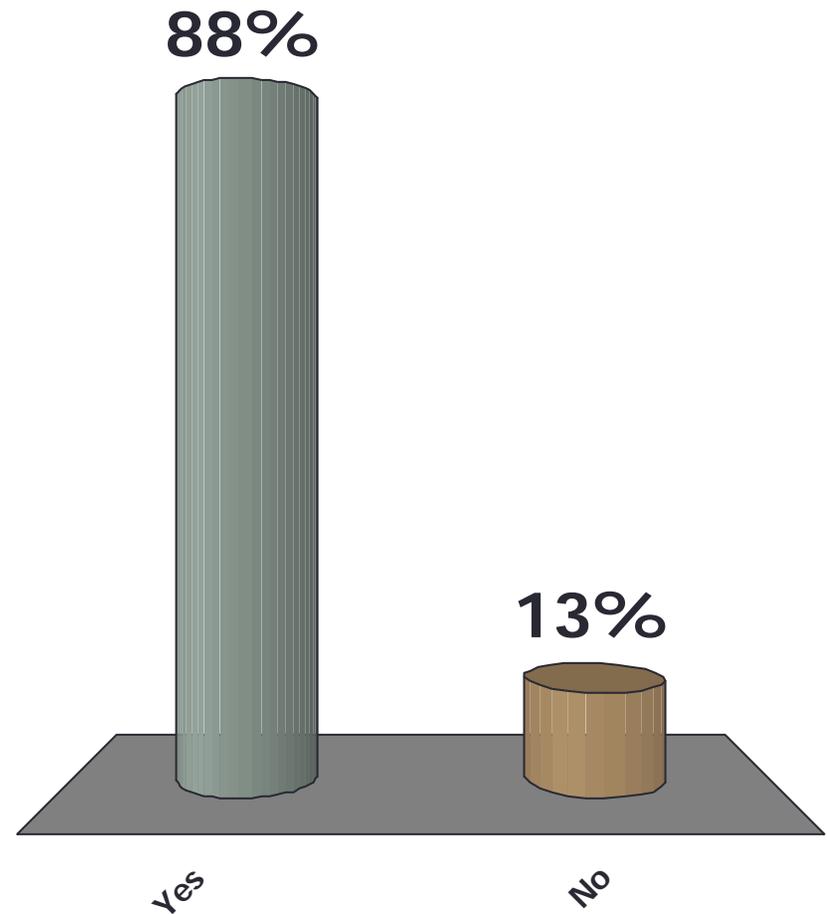
## Investments/Business Attraction

- **Recognizing that to attract jobs, the City may need to make major investments; especially in the case of PARMAC. Should Kirkland's economic development policy focus on capital improvements to build infrastructure and amenities?**
  - **Yes**
  - **No**

# Q6: Investments/Business Attraction

A. Yes

B. No



# Positive Business Climate

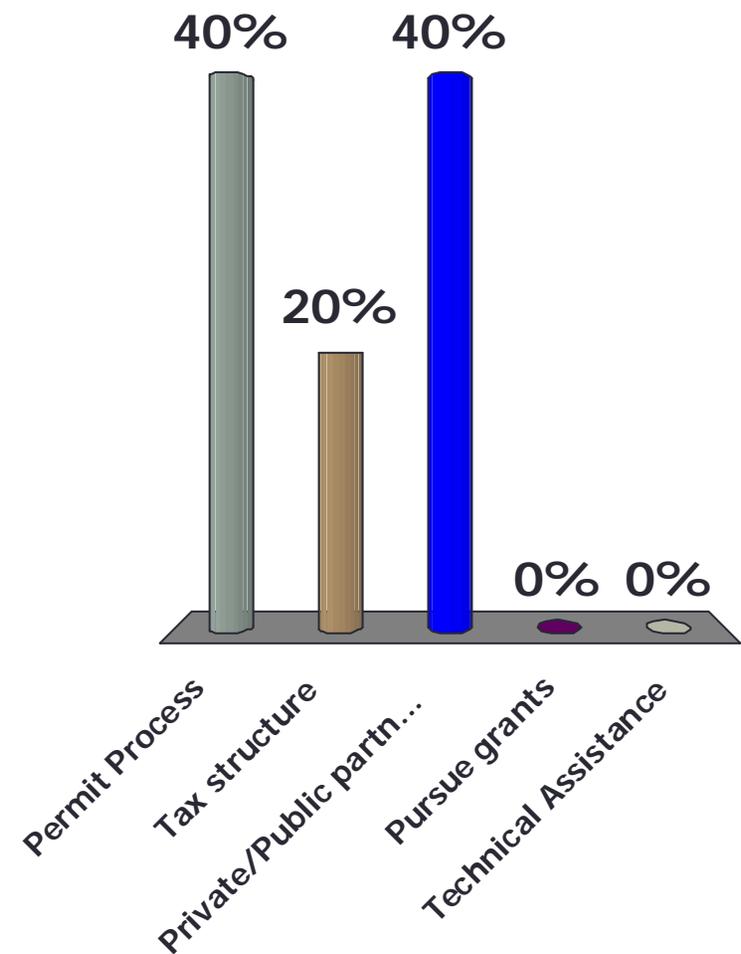
- **Currently, the Economic Development Policy (ED-2.6), identifies tools that should be used to provide a positive business climate. By rank, choose which tools are most important**

# Most Important Tools Positive Business Climate

- Permit process that provides certainty and speed for new and expanding business
- Tax structure aligned with the major business clusters that Kirkland wants to sustain and attract
- Public/Private partnerships and other means of investing public money as opportunities arise
- Aggressive pursuit of grants
- Technical assistance to small and start-up businesses

## Q7: Most Important for Positive Business Climate

- A. Permit Process
- B. Tax structure
- C. Private/Public partnerships
- D. Pursue grants
- E. Technical Assistance



THANK YOU

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