



## Memorandum

**Date:** 11/28/2023  
**Meeting of:** City Council Study Session

**File No.** SS 23-071  
**Type:** Study Session

**TO:** Members of the City Council  
**FROM:** Mayor Angela Birney  
**DEPARTMENT DIRECTOR CONTACT(S):**

Planning and Community Development	Carol Helland	425-556-2107
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**DEPARTMENT STAFF:**

Planning and Community Development	Seraphie Allen	Deputy Director
Planning and Community Development	Philly Marsh	Economic Development Manager

**TITLE:**

Economic Development Strategic Plan Data Analysis Findings and Strategic Themes

**OVERVIEW STATEMENT:**

This presentation will introduce the Economic Development Strategic Plan process, key data findings and strategic themes to inform continued stakeholder engagement, and strategy development of the guiding document for the City's Economic Development Program.

☐ **Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

☐ **Receive Information**      ☒ **Provide Direction**      ☐ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
Redmond Comprehensive Plan: This plan will advance the Economic Vitality policies set through the Redmond Comprehensive Plan
- **Required:**  
N/A
- **Council Request:**  
N/A
- **Other Key Facts:**  
N/A

**OUTCOMES:**

The Economic Development Strategic Plan process draws on previous studies and reports, current quantitative and qualitative data, and best practices to develop an aligned and organized suite of strategies and actions that will guide the

City of Redmond's economic development program implementation over the next five years.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**  
The Economic Development Strategic Plan kicked off in August and is currently in the Data Analysis and Community Stakeholder Engagement Phase. A final strategic plan is anticipated in April 2024.
- **Outreach Methods and Results:**  
A questionnaire available in five languages is currently active. Focus groups are currently scheduled for December. Information about the project and how to get involved can be found at [Economic Development Strategic Plan | Redmond, WA <https://www.redmond.gov/2059/Economic-Development-Strategic-Plan>](https://www.redmond.gov/2059/Economic-Development-Strategic-Plan)
- **Feedback Summary:**  
N/A

**BUDGET IMPACT:**

**Total Cost:**

The consultant contract was approved by Council on July 18, 2023, for \$80,850. Staff working on this plan are funded through the adopted budget.

**Approved in current biennial budget:** ☒ Yes ☐ No ☐ N/A

**Budget Offer Number:**

0000040 Community/Economic Development

**Budget Priority:**

Vibrant and Connected

**Other budget impacts or additional costs:** ☐ Yes ☒ No ☐ N/A

*If yes, explain:*

N/A

**Funding source(s):**

American Rescue Plan Act (ARPA) (\$60,000)

General Fund (\$20,850)

**Budget/Funding Constraints:**

N/A

☐ Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action
7/18/2023	Business Meeting	Approve

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11/6/2023	Committee of the Whole - Planning and Public Works	Provide Direction
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**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
3/26/2024	Study Session	Provide Direction

**Time Constraints:**

Approval of plan will provide direction for program implementation

**ANTICIPATED RESULT IF NOT APPROVED:**

N/A

**ATTACHMENTS:**

Attachment A: Economic Development Strategic Plan Council Presentation