



Memorandum

Date: 7/18/2023
Meeting of: City Council

File No. AM No. 23-104
Type: Consent Item

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:

Approval of a Contract with Community Attributes, Inc., in the Amount of \$80,850, for an Economic Development Strategic Plan

OVERVIEW STATEMENT:

Staff recommends that the City Council authorize the Mayor to sign a contract with Community Attributes, Inc. to complete an Economic Development Strategic Plan for the City.

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

REQUESTED ACTION:

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

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Redmond 2050 Comprehensive Plan Economic Vitality Chapter
- **Required:**
Council approval is required for contracts exceeding \$50,000.
- **Council Request:**
The Council approved funding in the 2023-24 Budget for an Economic Development Strategic Plan
- **Other Key Facts:**
N/A

OUTCOMES:

This process and project will value broad and intentional research and stakeholder engagement to deliver a five-year strategic work plan for Redmond's Economic Development program. The project will include referencing recommendations and work items from the City's various plans and strategies, continued stakeholder engagement, and conducting an evaluation of Redmond's economic development opportunities. The final deliverable will be a chapter-based economic development plan with program strategies approved by the City Council.

The Economic Development plan will:

1. Be in alignment with existing Redmond and regional policies and reflective of the current realities of the market and ecosystem in which the city is operating.
2. Enhance equitable economic development practices.
3. Use a process that draws on both quantitative and qualitative data to inform strategies.
4. Use a process that prioritizes broad stakeholder outreach.
5. Use a process that engages internal City departments and programs that contribute to Redmond's economic environment or business engagement.
6. Set a vision and mission for economic development in Redmond that can be communicated with a variety of audiences.
7. Be structured as a five-year implementation plan that aligns, organizes, prioritizes, and sequences economic development efforts in a series of program chapters with short-term and medium-term strategies. Longer-term strategies beyond the five-year implementation period should be included for future consideration or opportunity.
8. Initial strategic areas should include: Business attraction and competitiveness, business retention and expansion, entrepreneurship and small business support, industry cluster development, enhancing livability, and leveraging partners.
9. Specifically identify what strategies are implemented by Economic Development staff, other City departments, external partners, or additional consultants.
10. Include associated implementation budget range for strategies.
11. Define Key Performance Metrics for Redmond's economic development program.
12. Upon completion and review, be formally adopted by the Redmond City Council.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**

The project will begin as soon as Council approves the contract and is anticipated to be complete by April 2024.

- **Outreach Methods and Results:**

Broad stakeholder outreach including Council engagement and feedback, business stakeholders, neighborhood and community leaders will be conducted as part of the plan's development. Feedback will be gathered through interviews, focus groups, and questionnaires as well as referencing past community conversations.

- **Feedback Summary:**

TBD

BUDGET IMPACT:

Total Cost:

\$80,850

Approved in current biennial budget:

☒ Yes

☐ No

☐ N/A

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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) / Economic Development Professional Services General Fund (\$20,850)

Budget/Funding Constraints:
N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
5/2/2023	Committee of the Whole - Planning and Public Works	Provide Direction
7/5/2023	Committee of the Whole- Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
	No meetings proposed at this time	N/A

Time Constraints:

The timeline is aligned with Redmond 2050 Economic Vitality adoption and will be used to inform 2025/2026 budget proposals.

ANTICIPATED RESULT IF NOT APPROVED:

If the consultant contract is delayed, the planning process and adoption of the plan will be delayed and could impact the 2025/2026 budget proposal preparations.

ATTACHMENTS:

Attachment A: Contract with Exhibits