

Economic Development Program Strategic Plan

Data Analysis and Strategic Theme Review

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Redmond
WASHINGTON

Project Purpose

- Economic Development program need is expanding
- Further Redmond's economic development vision and required programming to achieve results
- Continue community conversations and stakeholder engagement to align and understand opportunities
- Align city's economic development efforts throughout organization into a holistic body of work
- Guide the City's Economic Development program implementation over the next five years and beyond

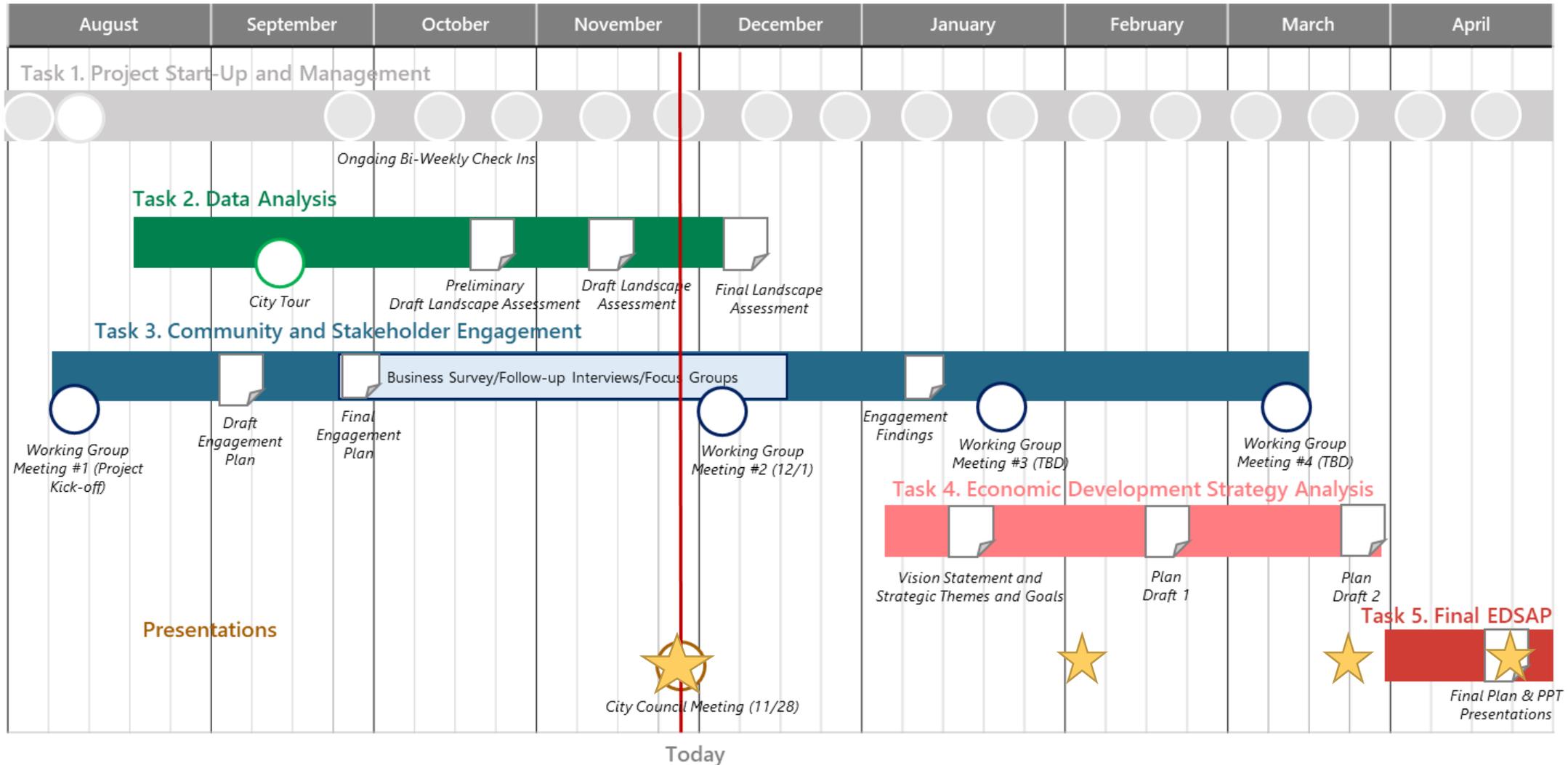


Economic Development Strategic Plan Goals

- **Align** with existing Redmond and regional policies
- **Assess** quantitative and qualitative data to inform strategies
- **Advance** Redmond 2050 economic vitality policies
- **Accelerate** by working with internal and external partners
- **Aspirations** beyond the 5-year lifespan of the plan



Project Status



Landscape Assessment & Data Analysis

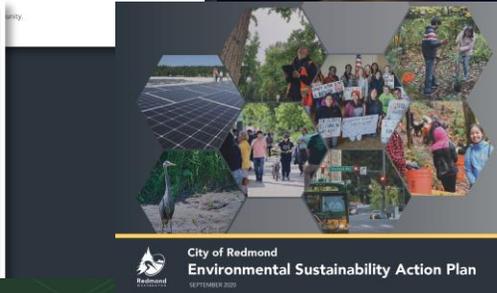
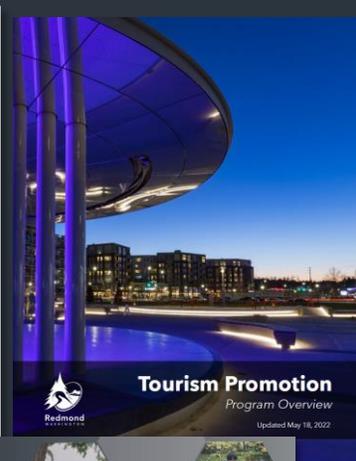
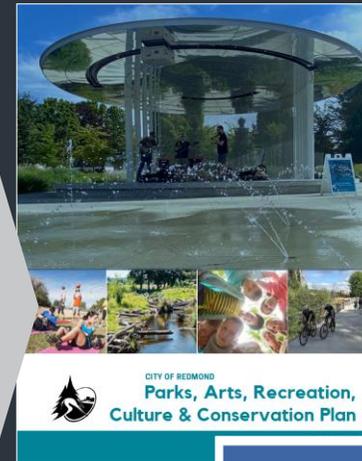
Part 1 - Landscape Assessment

- Synthesis of existing plans, research, and studies for IMPLICATIONS for ECONOMIC DEVELOPMENT and key STRATEGIC THEMES for the plan-in-progress.

Part 2 - Data Analysis

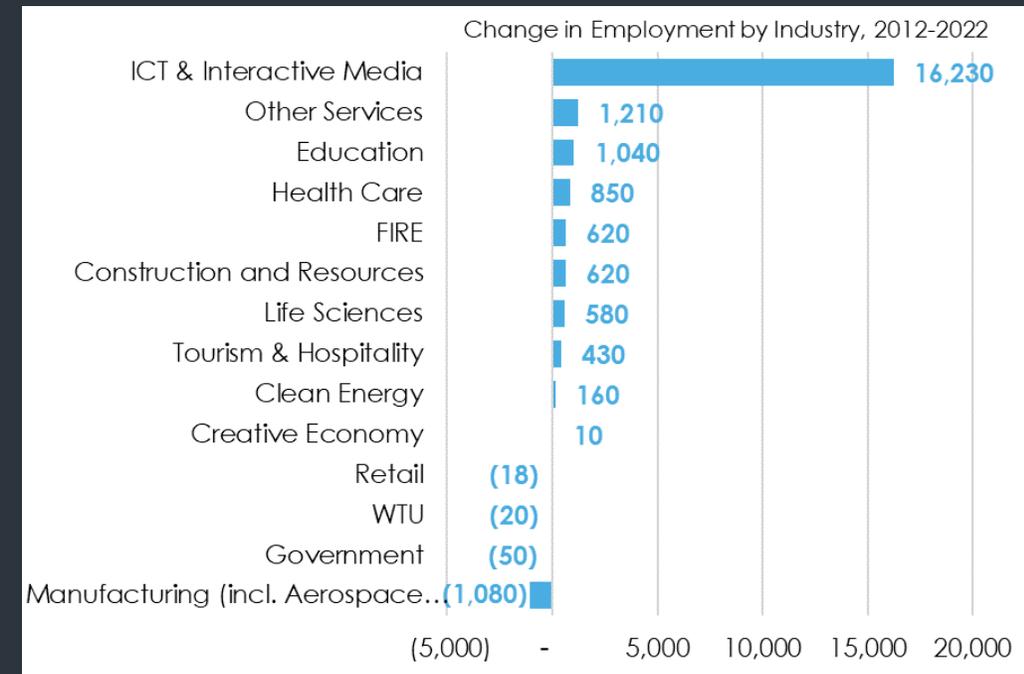
- New, original data analysis to set a baseline understanding of key economic conditions and trends in Redmond in 2023.

Part 3 - SWOT Analysis



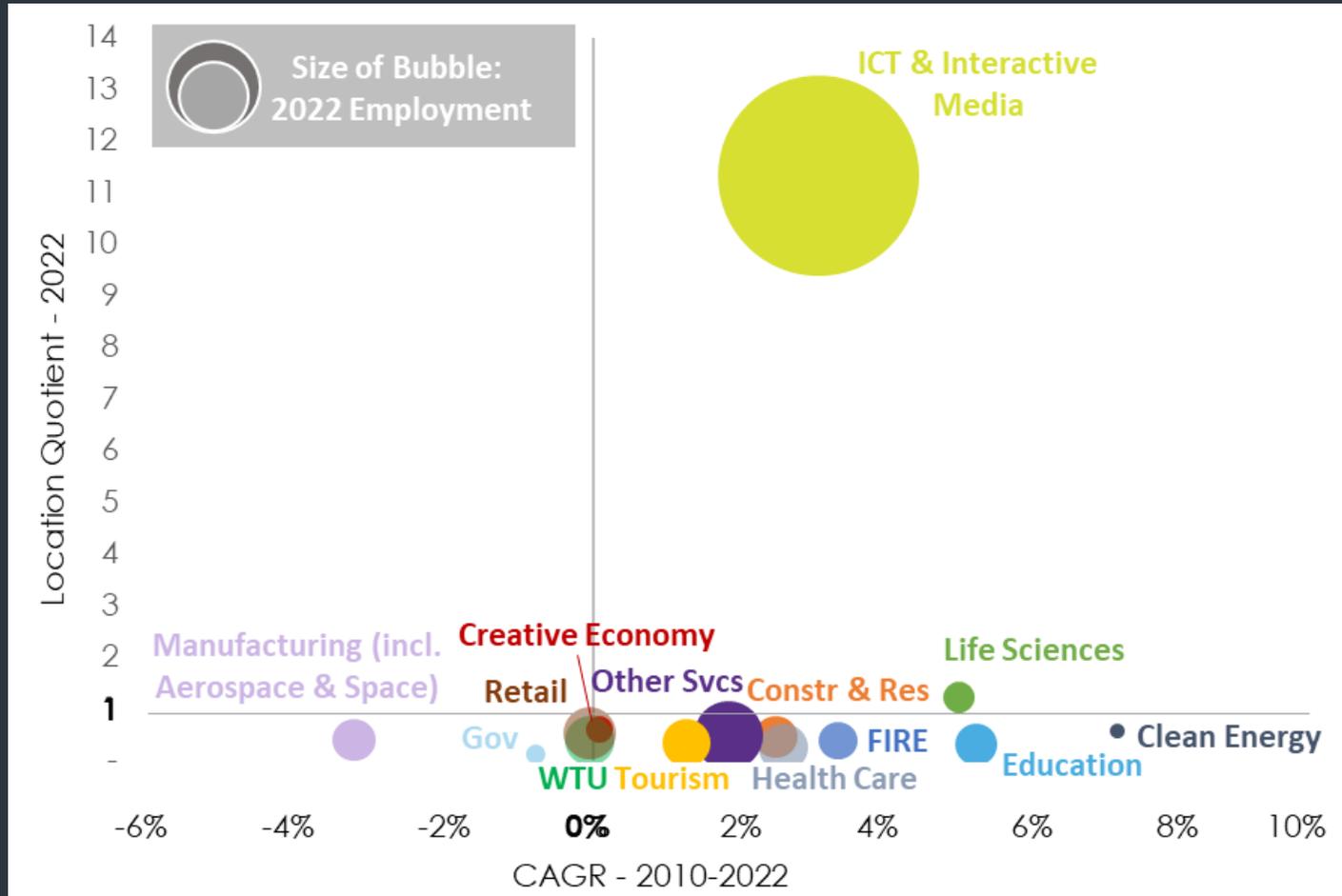
Data: Employment Growth by Industry

- Redmond employment grew by more than 21,000 jobs over the past decade.
- Roughly 76% of the growth in employment was in the Information Technology (ICT) & Interactive Media sector.
- Over the same period, the manufacturing sector lost over 1,000 jobs.



Sources: Puget Sound Regional Council, Preliminary Estimates, 2023; CAI, 2023.

Data: Size and Growth of Redmond Industries



Location Quotient (LQ): Analytical statistic that measures a region's industrial specialization relative to a larger geographic unit.

Compound Annual Growth Rate (CAGR): Measures the growth of the industry overtime.

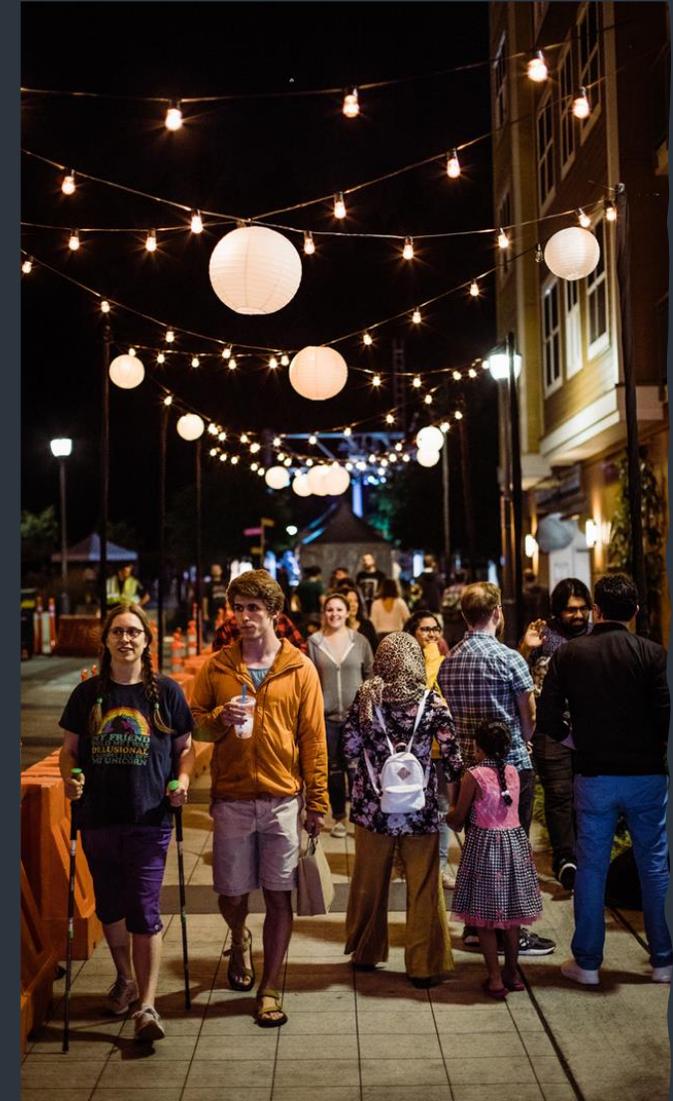
Data: Real Estate Market Conditions

Comparative Analysis Cities: Mountain View, CA | Hillsboro, OR | Raleigh, NC | Bellevue, WA | Bothell, WA

- From 2007 to 2023, **Redmond's industrial inventory declined by 2%**.
 - Regional peers, lost more than 30% in this same period. Hillsboro, added 45% more industrial space.
 - Redmond's industrial vacancy rate experienced an all-time low of .1% in 2022 but has since risen to 2.9%
- Redmond's Q4, 2023 inventory of **office space is 17 million square feet**
 - Growth in Redmond was 22%, less than most other peers
 - Since the pandemic, office vacancy rates have increased
- From 2007 to 2023, **Redmond's limited retail inventory** declined by nearly 6%.
 - Other benchmark cities have experienced increases.
 - A healthy retail vacancy rate is generally regarded as being around 3%, Redmond's is under 1%

Strategic Themes for Work Program Development

- **Equitable Small Business & Entrepreneurship Support**
- **Business Retention & Expansion**
- **Business Attraction & Recruitment**
- **Cluster Diversification and Expansion**
- **Workforce Training**
- **District Development & Placemaking**



Next Steps

- Council feedback and insights on strategic themes
- Internal working group meeting
- Finalize landscape and data analysis
- Return to Council in Q1 for engagement report, draft vision statement and goals
- Anticipated Council adoption in Q2, 2024





Thank You



Any Feedback or Questions?

