



Memorandum

Date: 3/26/2024
Meeting of: City Council Study Session

File No. SS 24-011
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 Plan Draft Vision, Goals and Strategies

OVERVIEW STATEMENT:

In July of 2023, Council approved a consultant contract with Community Attributes, Inc. to work with staff to develop the City of Redmond’s first Economic Development Strategic Plan. In November 2023, data findings were shared with Council. At the March 26, 2024, Study Session, the vision, goals, and strategies of the Economic Development Strategic Plan will be shared for Council discussion and feedback.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information **Provide Direction** **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Redmond Comprehensive Plan: This strategic 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 was launched in August 2023 and conducted research, data analysis, and stakeholder engagement. Draft strategies are presented to Council in Q1 with final adoption anticipated in Q2 2024.
- **Outreach Methods and Results:**
In addition to incorporating feedback from recent studies and engagement efforts, this planning effort included stakeholder interviews, focus groups, and a questionnaire available in five languages. A “Let’s Engage” Webpage is currently active and inviting feedback on the draft strategies.
- **Feedback Summary:**
Attached.

BUDGET IMPACT:

Total Cost:
N/A

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
11/6/2023	Committee of the Whole - Planning and Public Works	Provide Direction
11/28/2023	Study Session	Provide Direction
3/05/2024	Committee of the Whole-Planning and Public Works	Provide Direction

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

Approval of the plan will provide direction for program implementation.

ANTICIPATED RESULT IF NOT APPROVED:

There will be less direction for program implementation.

ATTACHMENTS:

- Attachment A: Economic Development Plan Data Findings and Stakeholder Engagement Summary
- Attachment B: Economic Development Plan Draft Vision, Goals and Strategies
- Attachment C: Council Questions and Inclusion Tracking
- Attachment D: Presentation