



# Economic Development Strategy

Presentation to City Council

November 2023





## Tonight's Presentation

**Background**

**Landscape Assessment**

**Community Engagement**

**Key Findings**

**Vision, Strategies, Goals and  
Actions**

**Next Steps**





## Background

### **Multiple Policy Documents**

- **Strategic Plan**
- **Comprehensive Plan**
- **Capital Improvement Plan**
- **Parks, Recreation and Open Space PROS) Plan**
- **Utility Plans**
- **Zoning**

### **Desire for Additional Focus**

**2022 Contracted with Community Attributes (CAI)**

**2022 Started Community Engagement**







# Landscape Assessment

Regional Plans

City Plans

Demographic data

Economic indicators

Workforce indicators

Comparisons

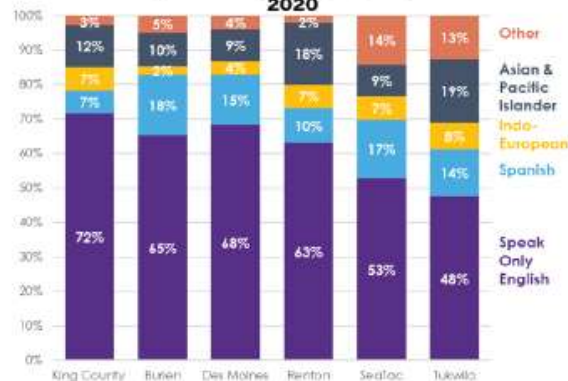
## Landscape Assessment

The Landscape Assessment helps build a common understanding of Tukwila's current role in the regional economy, including relevant research and information about regional and industry trends affecting the city, local socioeconomic conditions and other key economic issues. It includes comparisons to neighboring jurisdictions and King County to provide additional context. The Landscape Assessment is also instrumental in framing Tukwila's vision and goals as it engages the community in developing the Strategy.

### Tukwila's Demographic Characteristics

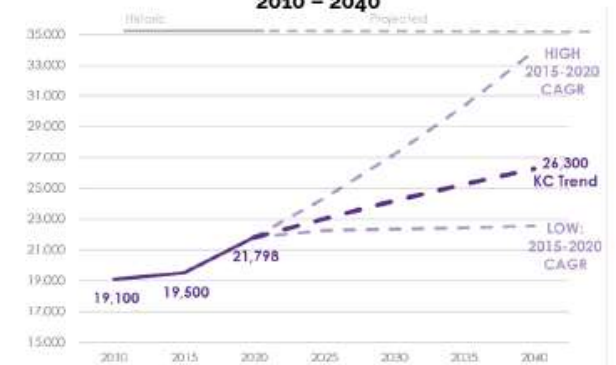
- Tukwila has grown at an inconsistent rate in the last 10 years, adding only 400 people in the first half of the last decade and over 2,000 people from 2015-2020
- Since 2010, Tukwila has had a declining share of people under 20, the senior population (over 65) has increased, and millennials remain the most prevalent age group.

Percent of Population by Language Spoken at Home, 2020



Source: American Community Survey, 2016-2020; CAI, 2022.

Historic and Population Growth Scenarios, Tukwila, 2010 – 2040



Source: Office of Financial Management, 2018; CAI, 2022.

- Tukwila's population continues to become more **racially and ethnically diverse** and no racial group constitutes a majority.
- Over 40% of Tukwila's population are foreign born residents and more than half speak a language other than English at home.
- A large share of Tukwila's population has **limited English proficiency** and many households report speaking English less than "very well."



## Community Engagement

**TukwilaWA.gov/Economy**

**Online Survey (10 languages)**

**Online Map**

**Paper Survey**

**Promotion**

**Listening Sessions**

**Contracted Engagement**

**Focus Groups**

**Interviews**

**Advisory Committee**





## Listening Sessions

**Arts Commission**

**Civil Service Commission**

**Community Oriented Policing  
Advisory Board**

**Equity and Social Justice Commission**

**Human Services Advisory Board**

**Library Advisory Board**

**Lodging Tax Advisory Board**

**Parks Commission**

**Planning Commission**





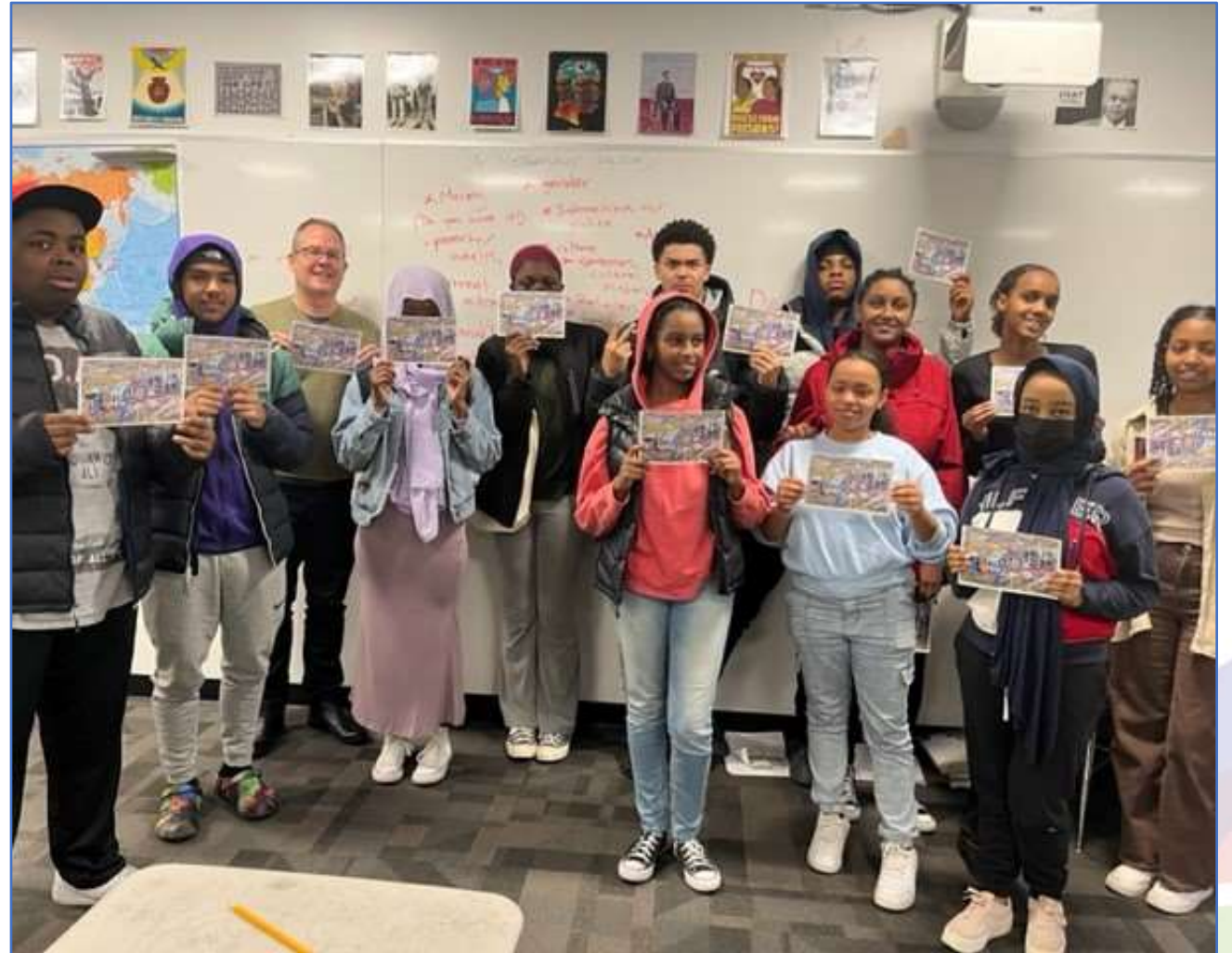


## Listening Sessions

**Black Student Union**

**Rotary Club of SeaTac/Tukwila**

**SeaTac Tukwila Community  
Coalition (STCC)**





## Contracted Engagement

**African Community Housing and Development**

**Debonair Barbershop**

**Growing Contigo**

**Riverton Park United Methodist Church**

**Seattle Southside Chamber of Commerce**

**Somali Health Board**

**Talitha Consults**







## Focus Groups & Interviews

**Economic Diversification**

**Identity, Marketing, Promotion and Image**

**Retail, Dining, and Entertainment**

**Vibrant Community and Quality of Life**

**Workforce Development and Access to Opportunity**

**Small Business and Entrepreneurship**





## Advisory Committee

**Keith Hubrath**

**Annie McGrath**

**Dennis Bao Nguyen**

**Verna Seal**

**Ginney To**

**Leshya Wig**







## Key Findings

### Key Findings from Stakeholders

With the assistance of city staff, Community Attributes interviewed individuals and facilitated focus groups with businesses, entrepreneurs, residents, and stakeholders across the Tukwila community. CAI also analyzed feedback received through the city's listening sessions, contracted engagement, and through the web-based community survey. Important themes emerged that were critical to informing Tukwila's economic goals, as well as in the development of strategies and potential actions to achieve those goals. The following summarizes a number of themes, opportunities and challenges that emerged from engagement activities.

#### What Makes Tukwila an Attractive Place to do Business?

##### Status as a Regional Retail Destination

- > Strong retail anchors and shopping areas
- > Diverse retail offerings and experiential attractions
- > Quality businesses draw customers from across the region

##### Strategic Location and Robust Infrastructure

- > Central Location Within Region
- > Connectivity with major transportation arteries
- > Proximity to Sea-Tac Airport
- > Inventory of Industrial Space

#### Workforce and Business in Tukwila

##### Importance and opportunities to expand Workforce Development

- > Labor shortages cause challenges across sectors
- > Support enhanced collaboration between the school system and businesses to develop a robust workforce pipeline
- > Support workforce development efforts such as adult education, certification programs, job training, etc
- > Youth in Tukwila express strong interest in more workforce development opportunities

#### Establishing Tukwila's Identity

##### Building Upon Tukwila's Assets

- > Highlight Tukwila's offerings: Malls and beyond
- > Increase connectivity between parks, Green river, businesses, and neighborhoods
- > Support and build upon cultural businesses, including Tukwila's notable concentration of asian-based businesses
- > Highlight Tukwila's small town atmosphere
- > Invest in family-oriented benefits and activities

##### Expansion into New Sectors

- > Attract companies that support higher wages in sectors such as Technology, Aerospace, and Research and Development
- > Consider building upon existing opportunities in sectors such as manufacturing, food production, warehousing, and wholesaling
- > Invest in Culture and Arts, Healthcare, and Small businesses and Start-Ups

##### Growing Tukwila's Residential Community

- > A growing residential community creates the audience to support local business
- > Attract multi-family projects and protect existing housing
- > Incentivize affordable and workforce housing
- > Employ protections against residential displacement





## Key Findings

### Key Findings from Stakeholders

#### Cultivating and Promoting a Positive Reputation for Tukwila

##### A Supportive, Business-friendly Environment

- > Adopt flexible land use policies and diversify types of available land
- > Cultivate a competitive landscape for financial resources
- > Improve regulatory efficiency (permitting and inspections)

##### Enhance the Perception of Tukwila as a Safe and Attractive Community

- > Invest in public safety
  - > Work to identify and address root causes of homelessness and crime
  - > Beautify Tukwila through city cleanup, addressing building disrepair, and urban design strategies
  - > Host engaging and attractive cultural and community events
- Support diversification of food offerings in Tukwila

#### Upcoming Economic Trends and Opportunities in Tukwila

##### Development Opportunities

- > Development of Former Boeing Longacres area
- > Potential development in Tukwila South
- > Potential redevelopment around existing malls

##### Other Economic Trends

- > Shift to higher Electric Vehicle usage in the region
- > Common ground between low-income and high-income groups in areas of safety, access, and affordability

#### Investing in and Supporting Tukwila's Multi-cultural Community

##### Trust Building with Communities of Color

- > Ensure equitable opportunities
- > Collaborate with trusted community stakeholders
- > Employ translation services and cultural competency

##### Building Out Wrap-Around Services in Tukwila

- > Attract full-service grocers
- > Locate culturally competent urgent care facilities
- > Local need for Child Care
- > Invest in community beneficial social services
- > Open up community gathering spaces

##### Build Up Community Supportive Infrastructure

- > Prioritize transportation improvements for pedestrians, bikers, and public transportation users
- > Invest in Tukwila's parking with lighting, ADA accessibility improvements and expansion of public recreation space

#### Supporting Small Business in Tukwila

##### Targeted support for Small Businesses and Entrepreneurs

- > Address limited supply of affordable commercial or retail space options
- > Support navigation of evolving regulations and local ordinances
- > Utilize language barrier and financial literacy programs



## Vision Statement

*Tukwila is a vibrant community with a strong and sustainable economy that celebrates and empowers its diversity, supports economic prosperity for all residents, and sustains a foundation for businesses of all sizes.*



## Goals

### Summary of Goals

**goal 1** A **vibrant, diverse**, and **resilient economy**

**goal 2** A **safe and desirable community** with a positive identity

**goal 3** **Prosperity and opportunity** for businesses, workers, and residents

**goal 4** A supportive environment for **small business** and **entrepreneurs**

**goal 5** A community that celebrates and invites **diversity**







# goal 1 A vibrant, diverse, and resilient economy

*Strategy 1A:* Attract and retain office, research & development, advanced manufacturing, aerospace, food manufacturing, technology and life sciences businesses

*Strategy 1B:* Maintain support for and strengthen Tukwila's robust retail, hospitality, and experiential sectors

*Strategy 1C:* Collaborate with the private sector to leverage catalytic development sites

*Strategy 1D:* Implement the adopted long-term plans for Tukwila International Boulevard and the Southcenter District, with an emphasis on walkability, placemaking, and community gathering opportunities

*Strategy 1E:* Build and maintain relationships with property owners and businesses





## goal 2 A safe and desirable community with a positive identity

*Strategy 2A:* Improve perceptions of public safety through crime reduction, visible enforcement, improved communications, and messaging

*Strategy 2B:* Invest in placemaking efforts that instill community pride, improve quality of life, and welcome visitors to our dynamic community

*Strategy 2C:* Promote positive aspects of the Tukwila community to the region





# goal 3 Prosperity and opportunity for businesses, workers, and residents

*Strategy 3A: Improve workers access to education and workforce development resources*

*Strategy 3B: Connect employers with education and workforce development organizations*







## goal **4** A supportive environment for small business and entrepreneurs

*Strategy 4A:* Where possible, ease regulations that challenge small businesses

*Strategy 4B:* Ensure that business and entrepreneurial resources are accessible to all, including businesses owned by historically marginalized people, refugees, and immigrants

*Strategy 4C:* Ensure that Tukwila projects an 'open for business' culture





## goal 5 A community that celebrates and invites diversity

*Strategy 5A:* Promote business diversity by signaling public sector support

*Strategy 5B:* Provide crucial technical support and regulatory relief where feasible for small businesses owned by historically marginalized people, refugees, and immigrants

*Strategy 5C:* Seek to understand the dynamics, needs, and relationships that characterize the minority and immigrant owned business community in Tukwila





## Next Steps

**Council consensus to accept**

**Follow up with participants**

**Economic development chapter in the  
Comprehensive Plan**

**Consider during 2024 workplans**

**Consider during 2024-25 budgeting**







## Appreciation

### Advisory Committee

Keith Hubrath

Annie McGrath

Dennis Bao Nguyen

Verna Seal

Ginney To

Leshya Wig

### Project Consultants

Chris Mefford, *President and CEO*

Elliot Weiss, *Project Manager*

Cassie Byerly

Bryan Lobel

Micheala Jellicoe

