

City of Sammamish Economic Development **CITY COUNCIL UPDATE**

June 6, 2017

Presented by Community Attributes to the City of Sammamish



AGENDA

- 1 Background and Update
- 2 Milestones and Deliverables
- 3 Summary of Community Outreach
- 4 New City Business Portal
- 5 Strategic Recommendations
- 6 Discussion

About the Project

- > The City of Sammamish was awarded an economic development grant from the Port of Seattle through the **Economic Development Partnership Program**.
- > The Port's primary goal with the grant program is to **facilitate growth** in **business, jobs and economic activity** in participating municipalities.
- > The City and Port have collaborated to develop a project that focuses on the **business environment** in Sammamish while simultaneously preparing for **future growth**.
- > Community Attributes has joined the City again in 2017 to support the effort.

Why we're here tonight...

- > Opportunity to provide a final project update to the City Council
- > Present project deliverables

2 MILESTONES AND DELIVERABLES

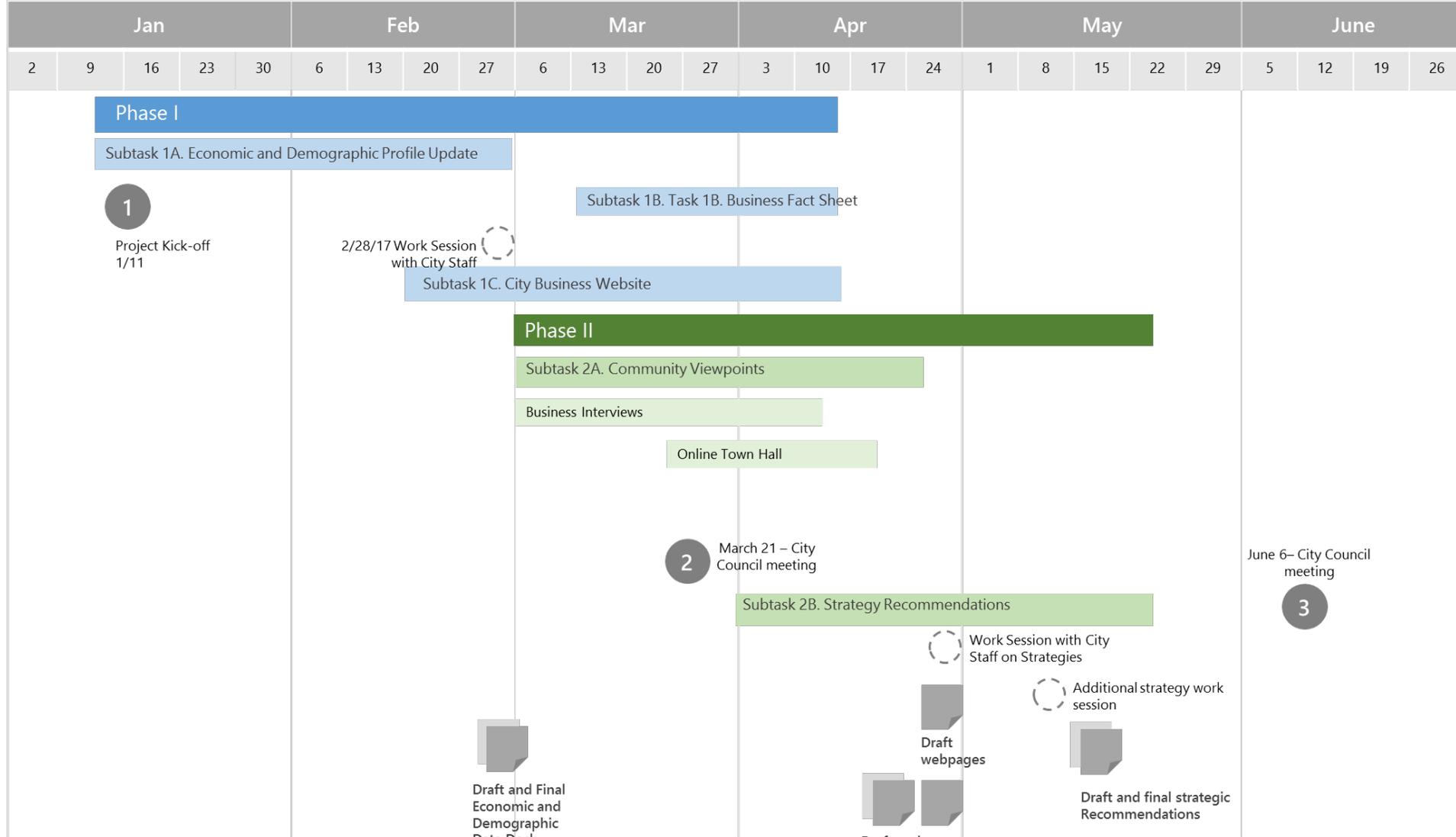
Key Tasks

- ✓ Updated demographic and economic profile
- ✓ Develop and implement a new business web portal and business fact sheet
- ✓ Conduct public and local business stakeholders
- ✓ Develop recommendations for the City to guide future economic development efforts

2 MILESTONES AND DELIVERABLES

City of Sammamish Economic Development Working Draft Schedule

2017



Meetings
 Deliverable
 Task Timespan

3 COMMUNITY OUTREACH

What We've Done

Stakeholder Interviews

We conducted in depth interviews with local stakeholders, including:

- > Business owners
- > Business leaders
- > Real estate developers
- > Others...

Virtual Town Hall

We conducted a virtual town hall to give the broader community an opportunity to discuss economic development, focusing on:

- > Services and retail in Sammamish
- > Challenges and opportunities
- > Vision for the local economy

Business Stakeholder Interviews

- > Community Attributes worked with the City staff to identify economic stakeholders
- > Interviewees were asked discuss the following:
 - Why they do business in Sammamish
 - Local economic assets
 - Economic challenges
 - Business opportunities
 - The local economy in the future
 - Perspectives on local commercial development

Interviewed Stakeholders

- Sammamish Chamber of Commerce
- TRF Development Partners
- Ichijo USA
- Pacific Bike and Ski
- Precision Chiropractic
- Fivash Cellars
- Big Block Brewery
- Katie's on the Lake
- Pine Lake Ale House
- Jersey Mike's
- Sammamish Cafe

INTERVIEW THEMES - Doing Business in Sammamish

COMMON THEME: *The majority of business owners reported an attraction to Sammamish because of its community identity.*

COMMON THEME: *Sammamish business owners expect the local economy to continue to grow.*

COMMON THEME: *Sammamish has a variety of strong economic assets.*

INTERVIEW THEMES – Challenges and Opportunities

CHALLENGES: *Businesses' suggestions for ameliorating challenges centered around infrastructure needs and careful growth planning.*

- > Traffic
- > Shortage of labor
- > Absence of diversity in commercial space ownership
- > Lack of flexibility and confusion surrounding development requirements

OPPORTUNITIES: *Sammamish has the chance to plan for economic growth in a way that coincides with the City's identity.*

- > Demand for more amenities and services is strong
- > The market is virtually untapped
- > The ability to recruit many different types of businesses

INTERVIEW THEMES – Looking Forward

COMMON THEME: The City could employ several strategies to be more business-friendly.

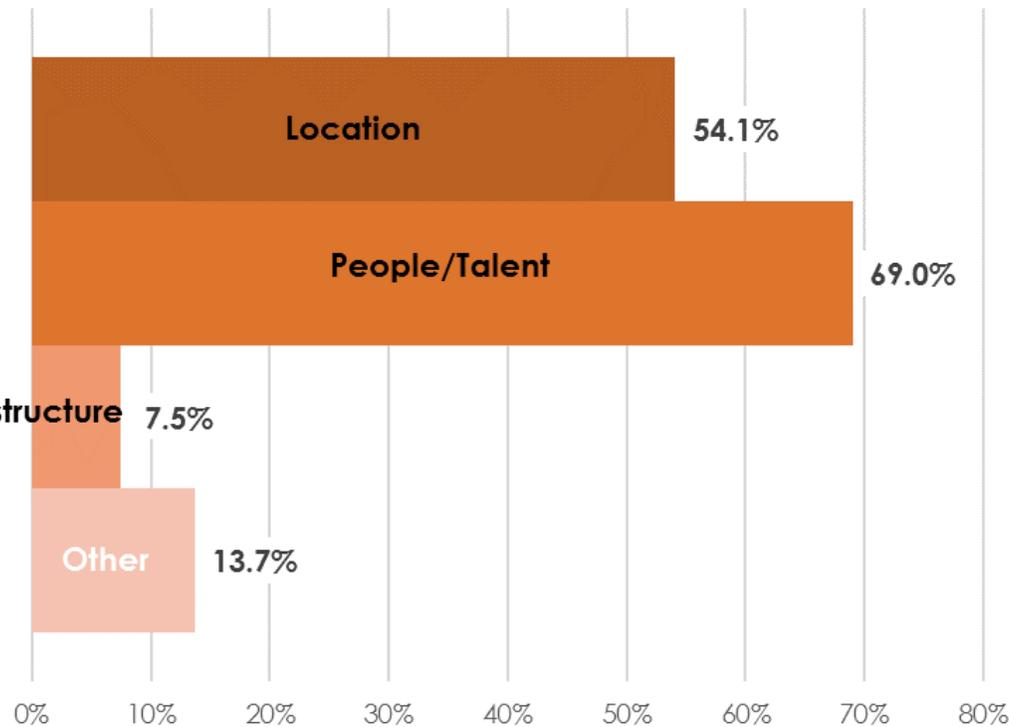
- > Market the City's economic assets
- > Provide more development flexibility
- > Offer incentives

COMMON THEME: Business owners are optimistic about Sammamish's future.

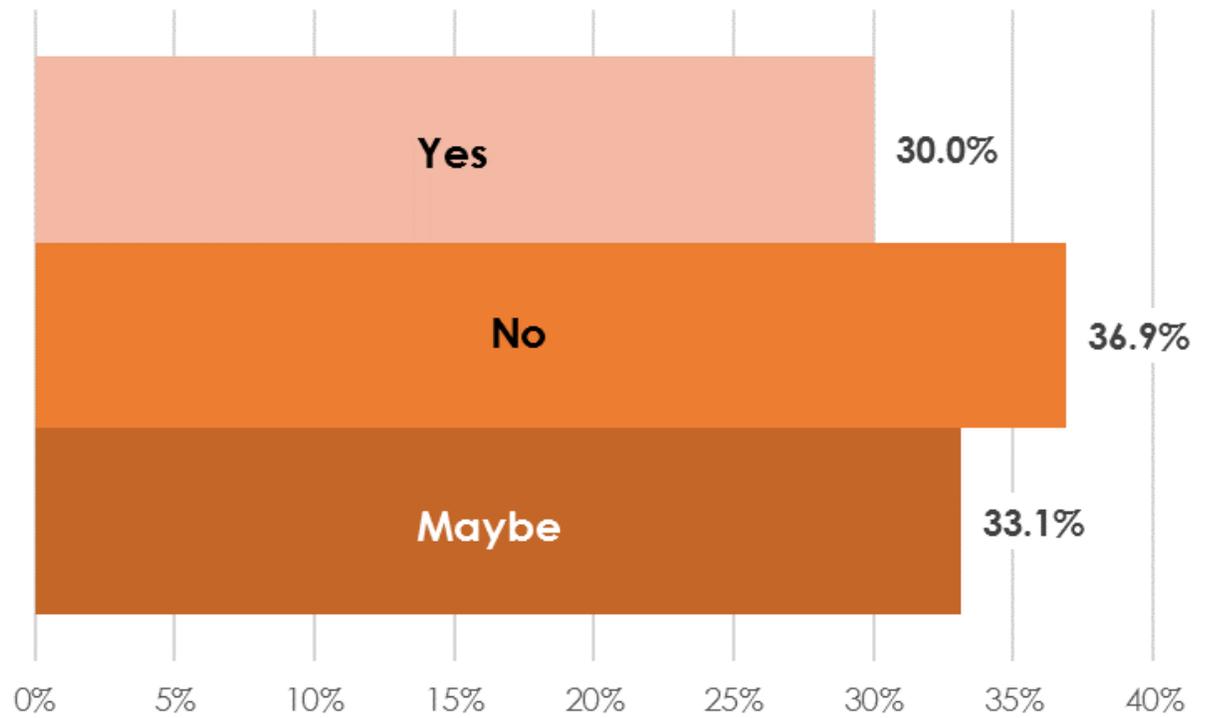
- > A younger, more diverse pool of residents
- > Continued population growth
- > Increase in the number of businesses
- > A more transit-oriented landscape

Community Perspectives

What are Sammamish's economic strengths?

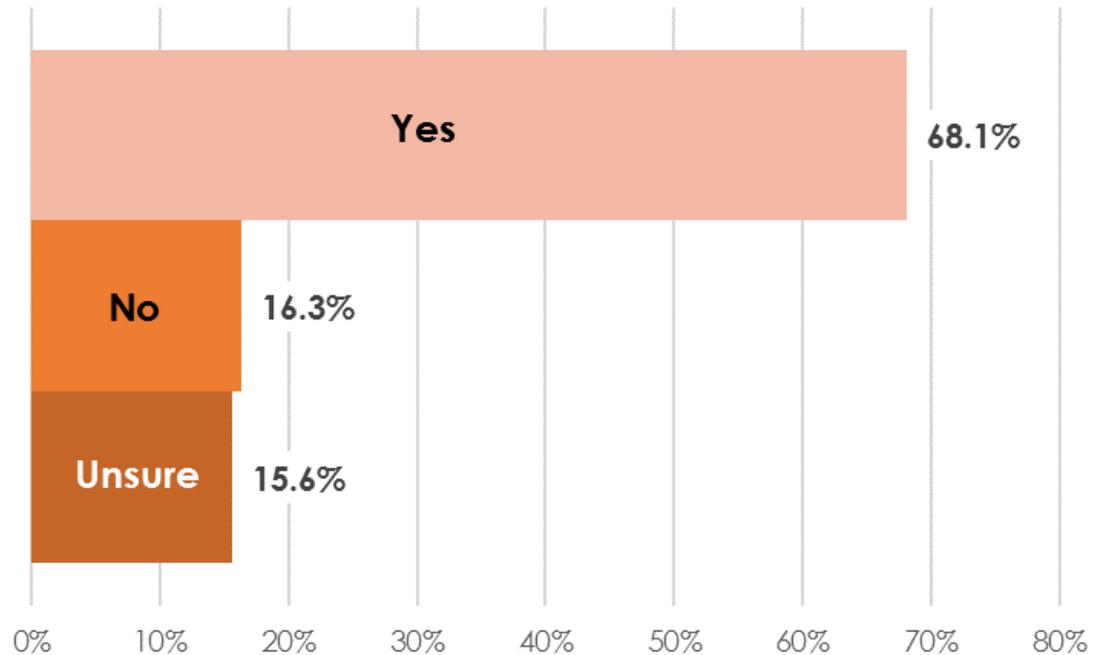


Would you like to see Sammamish grow as an employment center?

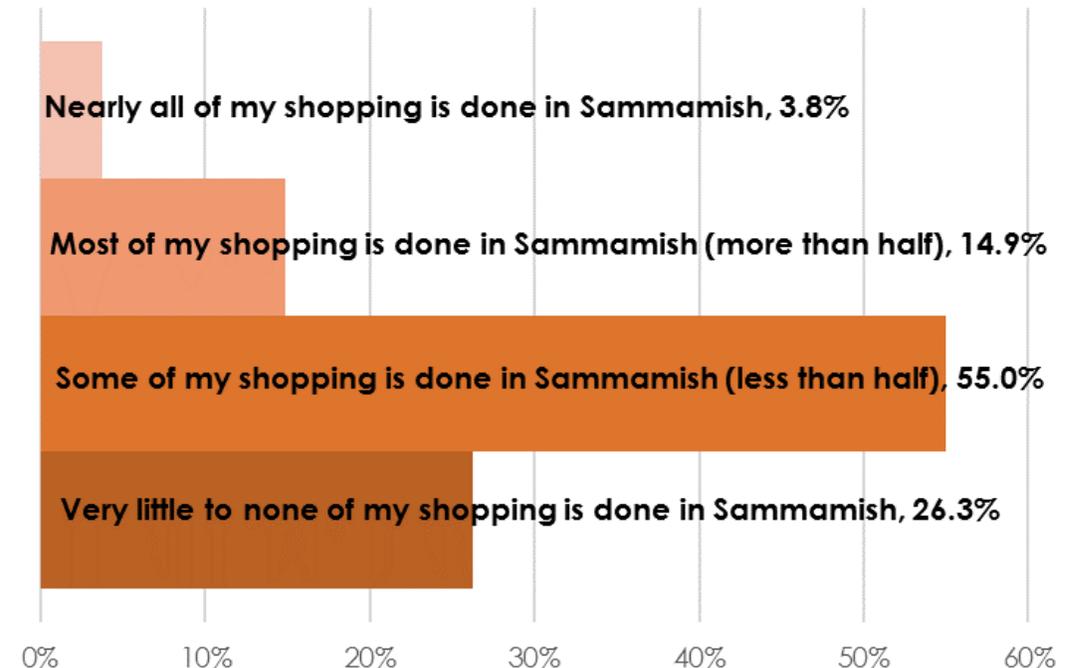


Community Perspectives

Do you think the city should encourage new business to locate in Sammamish?

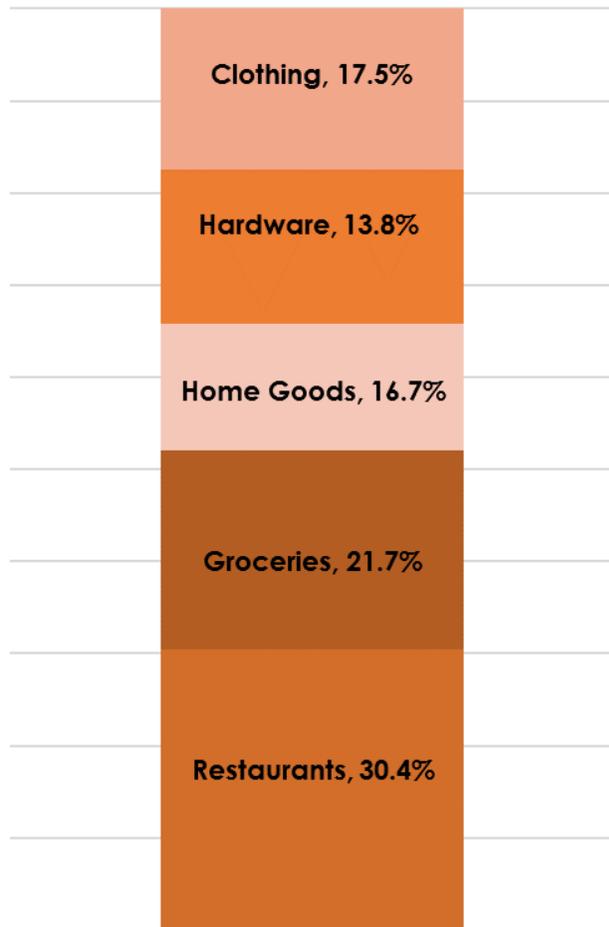


How much of your retail shopping is done locally in Sammamish?

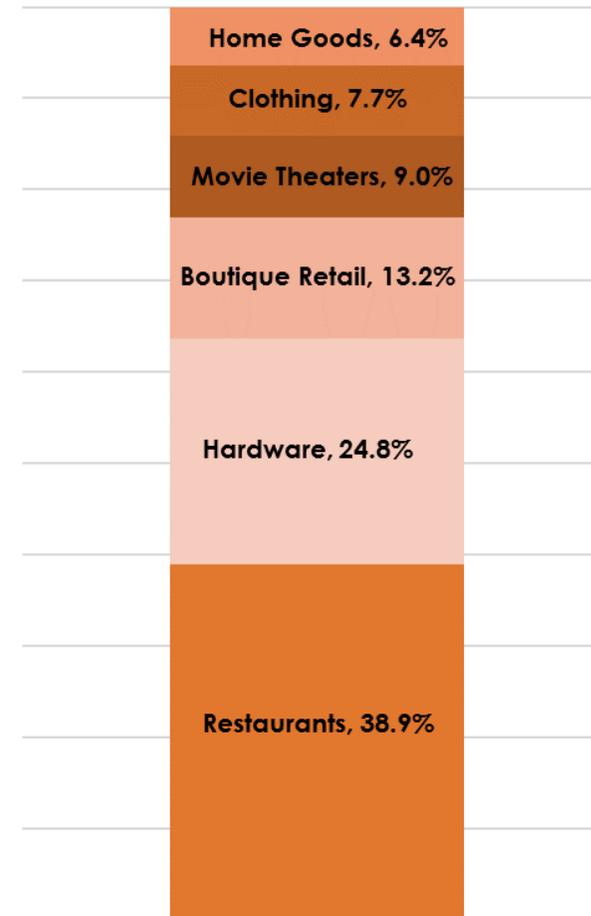


Community Perspectives

What is the item or service you most leave Sammamish to buy?



What type of retail would you most like to come to Sammamish?



Community Perspectives

Where do you do your shopping?

	Sammamish	Issaquah	Redmond	Bellevue	Seattle
Entertainment	0.0%	40.9%	26.2%	20.4%	12.5%
Restaurants	5.9%	33.5%	28.5%	23.2%	8.9%
Groceries	48.0%	28.6%	19.7%	3.2%	0.6%
Non-grocery retail	1.0%	23.0%	29.8%	40.2%	6.0%
Personal finance services	32.4%	13.3%	18.6%	26.1%	9.6%
Medical services	15.3%	43.0%	16.7%	18.7%	6.3%

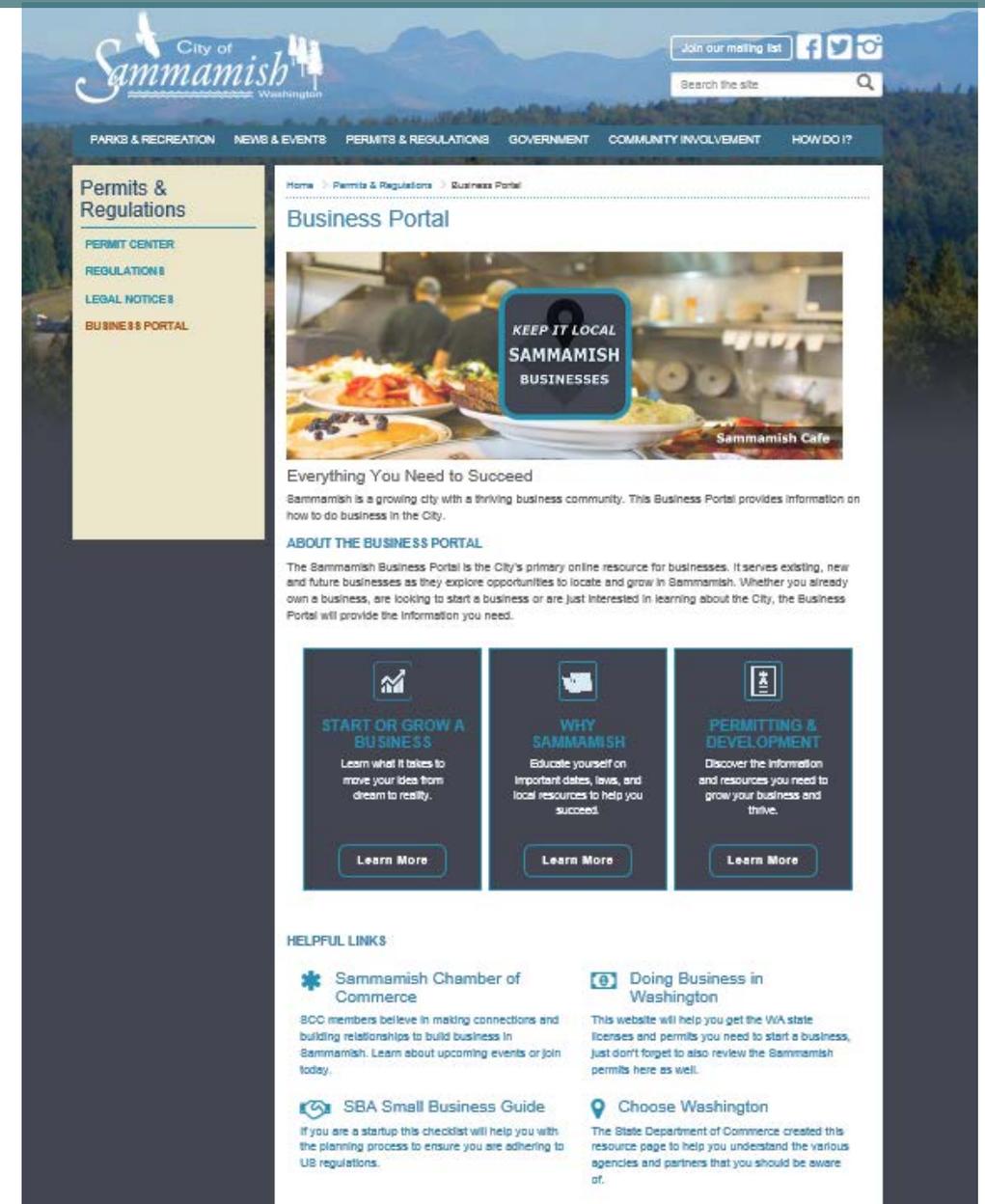
5 CITY BUSINESS PORTAL

About the Portal

- > New location for current and prospective businesses to learn about the City
- > Purpose is to help business owners find the information they need and direct them to information on permitting and other requirements
- > Also includes information on the community for prospective businesses

New Portal Pages

1. Sammamish Business Portal Main Page
2. Start of Grow Your Business
3. Why Sammamish
4. Permitting and Development



6 STRATEGIC RECOMMENDATIONS

Purpose

- > Represent our assessment of the City's opportunities for economic growth.
- > Represent what we heard from both local business owners and the broader community.
- > Meant to be viewed as options for the City to consider and are not formally adopted by City leadership.
- > Can be used to guide future actions related to economic development if the City so chooses

Organizing Principles and Definitions

Values: Issues of importance for Sammamish residents and businesses

Under each value there is the following:

Strategy: An approach to support the value identified through the project

Potential Action: A specific and measurable task necessary to implement a strategy

Values

I. DIVERSE

Expand and diversify retail, services and amenities to ensure that local needs can be met locally

II. HOMEGROWN

Encourage entrepreneurship, the creation of locally-owned businesses and community-minded development

III. DYNAMIC

Pursue economic vitality that makes Sammamish a more complete place, with options to live, work and play

IV. OPPORTUNISTIC

Capitalize on the plateau's unique geographic setting to harness local talent and captive consumers

V. LIVABLE

Ensure that economic growth occurs in a coordinated way that improves, not compromises, Sammamish's high quality of life

Example Strategies and Actions

I. DIVERSE

Connect local shoppers with retail and services options in Sammamish

- > In coordination with the Chamber of Commerce plan, design and host a “buy local” campaign
- > Partner with Sammamish businesses to develop a Sammamish shoppers program discount card or similar to encourage local shopping and dining

I. DIVERSE

Expand and diversify retail, services and amenities to ensure that local needs can be met locally

Data showed approximately \$278 million in retail spending leakage in Sammamish, indicating that Sammamish residents do a significant portion of their spending outside of Sammamish, according to a City facilitated survey, 68% of residents surveyed wanted to see new businesses locate to Sammamish, and 81% of respondents indicated that they currently did less than half of their retail shopping in Sammamish; interviews with business owners pointed toward a business opportunity in filling retail and services gaps on the Plateau; the interviews make it clear that the business community believes that demand for additional retail and services in Sammamish is strong.

POTENTIAL STRATEGIES AND ACTIONS

1. Identify the types of retail and services that are under-represented in Sammamish
 - Produce a detailed trade capture and leakage analysis to supplement survey findings and understand impact of new development
 - Develop “need profiles” for each underrepresented sector to guide retention and attraction efforts
2. Catalogue and market vacant retail spaces and/or properties to retailers that meet target criteria
 - Maintain a list of available commercial properties and assist small businesses looking for space; make this information available on-line
3. Pursue active recruitment of retailers that meet target criteria
 - Coordinate with the Chamber of Commerce to develop a targeted retail recruitment strategy
4. Provide appropriate incentives to retail developers with formal plans for high-quality retail space, and ensure that development regulations are efficient and predictable
 - Appoint a designated position to assist new business owners navigating local development regulations and obtain access to federal, state and county-based financial incentives
5. Connect local shoppers with retail and services options in Sammamish
 - In coordination with the Chamber of Commerce plan, design and host a “buy local” campaign
 - Partner with Sammamish businesses to develop a Sammamish shoppers program discount card or similar to encourage local shopping and dining

Category	Trade Capture	Retail Surplus
Groceries	\$16.0	-\$18.9
Restaurants & Bars	\$84.4	-\$122.2
Other Retail	\$177.8	-\$378.5

Source: Washington State Office of Financial Management, 2016; Washington State Department of Revenue, 2016; Community Attributes Inc., 2017

Retail Leakage: Positive values represent categories where supply is less than demand and local residents are traveling elsewhere to find such retail goods.

Retail Surplus: Negative values represent categories that draw people in from outside the City limits, meaning the retail category draws customers from throughout the region.

Example Strategies and Actions

II. HOMEGROWN

Provide space for growing businesses to innovate new products and expand operations

- > Evaluate a public-private partnership and related tools to create a makerspace (or similar) in Sammamish

III. DYNAMIC

Evaluate the potential for a broader and comprehensive economic development strategic plan

- > Conduct a workshop with City Council to discuss economic goals and priorities
- > Create a complete economic development strategic plan for the City that unites current and future economic development efforts

Example Strategies and Actions

IV. OPPORTUNISTIC

Expand the Sammamish brand to highlight local productivity

- > Engage in a re-branding and marketing effort for the City
- > Develop a separate web page that focuses on marketing and branding the City and its attraction efforts (Phase II of the business web portal)

V. LIVABLE

Ensure that new development, where appropriate, provides community amenities such as open space and protects the natural environment

- > Analyze the feasibility of incentive programs for private property owners that contribute to environmental remediation and habitat restoration programs

Implementation

> For each Action we provided our assessment of timing, cost and City role:

Timing

Short Term	<i>1-2 years</i>
Mid Term	<i>3-5 years</i>
Long Term	<i>5+ Years</i>

Cost

\$	<i>Minimal upfront investment required</i>
\$\$	<i>Moderate investment required</i>
\$\$\$	<i>Substantial investment and commitment required</i>

City Role

Lead	<i>City would be in a lead role</i>
Indirect Support	<i>City would help indirectly through facility usage and staffing assistance</i>
Direct Support	<i>City would directly support the project through financial, staffing and facilities</i>

Questions?