

# 2007 – 2010 Action Plan

Kitsap 20/20



November 2007

*Mission statement:* Through a partnership of government and business, we attract and retain primary businesses to Kitsap County and its individual communities, ensuring healthy growth and a desirable quality of life.

## 20/20 Priorities

- Business Retention and Expansion
- Education and Workforce
- Business Financing and Incentives
- Government as a Partner
- Quality of Life
- Business Attraction

*Timeline: 2007 -2010*

## **KEDA Action Plan Partners:**

- **KEDA**
- West Sound Tech
- Olympic College
- WSU – Kitsap Extension
- Suquamish Tribe
- Port Gamble S’Klallam Tribe
- Cities
- Kitsap County
- WSTPA
- Port of Bremerton
- CTED
- WorkSource
- KCIB
- Fiber and Internet Providers
- Xx (from all groups)

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The following priorities are defined by multiple action plans. The corresponding action plans are listed below – please see the individual action plans for specific outcomes and activities.

## Business Retention and Expansion (BRE)

### Agriculture

- Improve awareness and understanding of community agriculture as meaningful element in Kitsap’s economic prosperity
- Develop land use policy that supports community agriculture
- Improve permitting agencies’ and farmers’ interaction and access
- Provide needed infrastructure for farming operations
- Provide marketing support to local farming operations

### Business Financing and Incentives

- Identify and implement existing and potential financial tools available to Kitsap business
- Identify and implement existing and potential financial incentives available to Kitsap business
- Identify and implement existing and potential business development resources available to Kitsap business

### Clean Tech

- Expand or Recruit Clean Tech Companies to Kitsap County
- Identify and Expand Workforce Necessary for Clean Tech Business
- Educate the Kitsap community on clean tech to obtain acceptance of clean tech businesses and practices

### Construction/Trades

- Ready to build industrial and commercial land with predictable permitting process
- Increased number non-traditional workers in construction and trades jobs
- Translation services for construction sites
- Increased business with local public agencies

### Destination/Lifestyle Retail

- Increase the number of destination and lifestyle businesses operating in Kitsap County

### BRE

- Identify Kitsap firms in need of assistance
- Identify gaps in start-up business assistance
- Identify community assets
- Promote local business

### Buy Local

- Increased use of KEDA online b2b directory
- Increased government purchases from local vendors and suppliers
- Community outreach plan focused on social and economic benefits of buying local

### Collaborative Marketing

- Create website portal for “live, work and play” aspects of Kitsap County
- Create statement that depicts Kitsap
- Engage cities, county, chambers and other organizations in marketing Kitsap collaboratively

### Defense Related

- Kitsap firms obtain defense-related contracts and sub-contracts
- Adequate industrial and commercial space in close proximity to PSNS is available
- Existing defense contractors bring additional work and projects to Kitsap

### Education and Workforce

- Develop a strategy for Workforce Development that supports KEDA’s sector strategies
- Pursue a 4-year education initiative to increase baccalaureate opportunities in the Kitsap area

## Government as a Partner

## Small Business Support

- Determine clarity of roles for business resource providers
- Identify potential partnerships and collaborations among business resource providers to benefit small business
- Create and implement marketing plan to reach start-up and existing Kitsap businesses re: business resources
- Identify a mechanism to track economic impact of small business in Kitsap

## Tourism

- Increase occupancy rates at Kitsap accommodations
- Enhance existing or create new attractions
- Increase number of conferences and meetings held in Kitsap
- Increase marketing reach
- Increase number of travel/vacation articles written about Kitsap
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- Develop strategies to increase career diversity and promote trade and engineering opportunities to young people
- Pursue cradle-to-grave education
- Expand High School Educational Opportunities

## High Tech

- Grow a sustainable high tech workforce
- Grow the number of high tech businesses

## SKIA/Industrial Property

- Inventory of industrially zoned land
- Infrastructure to industrially zoned land
- Transportation link to I-5
- Predictable land use and permitting for industrial uses
- Identify compatible and achievable uses for industrially zoned land

## Education and Workforce

<p><b>Construction/Trades</b></p> <ul style="list-style-type: none"> <li>• Ready to build industrial and commercial land with predictable permitting process</li> <li>• Increased number non-traditional workers in construction and trades jobs</li> <li>• Translation services for construction sites</li> <li>• Increased business with local public agencies</li> </ul>	<p><b>Education and Workforce</b></p> <ul style="list-style-type: none"> <li>• Develop a strategy for Workforce Development that supports KEDA's sector strategies</li> <li>• Pursue a 4-year education initiative to increase baccalaureate opportunities in the Kitsap area</li> <li>• Develop strategies to increase career diversity and promote trade and engineering opportunities to young people</li> <li>• Pursue cradle-to-grave education</li> <li>• Expand High School Educational Opportunities</li> </ul>
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## Business Financing and Incentives

<p><b>Business Financing and Incentives</b></p> <ul style="list-style-type: none"> <li>• Identify and implement existing and potential financial tools available to Kitsap business</li> <li>• Identify and implement existing and potential financial incentives available to Kitsap business</li> <li>• Identify and implement existing and potential business development resources available to Kitsap business</li> </ul>	<p><b>Education and Workforce</b></p> <ul style="list-style-type: none"> <li>• Develop a strategy for Workforce Development that supports KEDA’s sector strategies</li> <li>• Pursue a 4-year education initiative to increase baccalaureate opportunities in the Kitsap area</li> <li>• Develop strategies to increase career diversity and promote trade and engineering opportunities to young people</li> <li>• Pursue cradle-to-grave education</li> <li>• Expand High School Educational Opportunities</li> </ul>
<p><b>Government as a Partner</b></p>	<p><b>SKIA/Industrial Property</b></p> <ul style="list-style-type: none"> <li>• Inventory of industrially zoned land</li> <li>• Infrastructure to industrially zoned land</li> <li>• Transportation link to I-5</li> <li>• Predictable land use and permitting for industrial uses</li> <li>• Identify compatible and achievable uses for industrially zoned land</li> </ul>

## Government as a Partner

<p>Broadband</p>	<p><b>Business Financing and Incentives</b></p> <ul style="list-style-type: none"> <li>• Identify and implement existing and potential financial tools available to Kitsap business</li> <li>• Identify and implement existing and potential financial incentives available to Kitsap business</li> <li>• Identify and implement existing and potential business development resources available to Kitsap business</li> </ul>
<p>Permitting</p>	<p>Procurement (local)</p>
<p>Shorelines</p>	<p>Transportation</p>

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### Quality of Life

<b>Education and Workforce</b> <ul style="list-style-type: none"><li>• Develop a strategy for Workforce Development that supports KEDA's sector strategies</li><li>• Pursue a 4-year education initiative to increase baccalaureate opportunities in the Kitsap area</li><li>• Develop strategies to increase career diversity and promote trade and engineering opportunities to young people</li><li>• Pursue cradle-to-grave education</li><li>• Expand High School Educational Opportunities</li></ul>	Housing
Safe, Healthy Communities	Shorelines (Protection and Enhancement)
Singles and Young Professionals	Youth Activities

## Business Attraction

<p><b>Clean Tech</b></p> <ul style="list-style-type: none"> <li>• Expand or Recruit Clean Tech Companies to Kitsap County</li> <li>• Identify and Expand Workforce Necessary for Clean Tech Business</li> <li>• Educate the Kitsap community on clean tech to obtain acceptance of clean tech businesses and practices</li> </ul>	<p><b>Collaborative Marketing</b></p> <ul style="list-style-type: none"> <li>• Create website portal for “live, work and play” aspects of Kitsap County</li> <li>• Create statement that depicts Kitsap</li> <li>• Engage cities, county, chambers and other organizations in marketing Kitsap collaboratively</li> </ul>
<p><b>Defense Related</b></p> <ul style="list-style-type: none"> <li>• Kitsap firms obtain defense-related contracts and sub-contracts</li> <li>• Adequate industrial and commercial space in close proximity to PSNS is available</li> <li>• Existing defense contractors bring additional work and projects to Kitsap</li> </ul>	<p><b>Destination/Lifestyle Retail</b></p> <ul style="list-style-type: none"> <li>• Increase the number of destination and lifestyle businesses operating in Kitsap County</li> </ul>
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<p><b>Government as a Partner</b></p>	<p><b>Recruitment</b></p> <ul style="list-style-type: none"> <li>• Attract new business to the community</li> <li>• Update website</li> </ul>
<p><b>Small Business Support</b></p> <ul style="list-style-type: none"> <li>• Determine clarity of roles for business resource providers</li> <li>• Identify potential partnerships and collaborations among business resource providers to benefit small business</li> <li>• Create and implement marketing plan to reach start-up and existing Kitsap businesses re: business resources</li> <li>• Identify a mechanism to track economic impact of small business in Kitsap</li> </ul>	<p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>• Increase occupancy rates at Kitsap accommodations</li> <li>• Enhance existing or create new attractions</li> <li>• Increase number of conferences and meetings held in Kitsap</li> <li>• Increase marketing reach</li> <li>• Increase number of travel/vacation articles written about Kitsap</li> </ul>