



Plan Section II: v2.1, September 2023, Draft

# Longer-term (2026 – 2028) ROADMAP

## A. NEW BUSINESS DEVELOPMENT

Tactics & Objectives	Timing
<p>1. <b>Business/Talent Recruitment Program.</b> Targeted sectors:</p> <ul style="list-style-type: none"> <li>○ Maritime</li> <li>○ Defense</li> <li>○ Construction and Project Management               <ul style="list-style-type: none"> <li>▪ “Right sized” (relative to footprint, wages, # of employees)</li> </ul> </li> </ul> <p>2. <b>Project Artisan</b>            Evaluate space need and growth forecast for key private sector employer(s).            Aid in facility procurement if needed, taking actions to retain key large-scale employers in Kitsap.</p> <p>3. <b>Silverdale Land Use. Plans, site/buildings, and development strategy</b></p> <ul style="list-style-type: none"> <li>● Identify plans to increase residential densification of city</li> <li>● Redevelopment of Silverdale effort should include:               <ul style="list-style-type: none"> <li>○ Cost estimates, incentive evaluations</li> <li>○ Cultural aspects</li> <li>○ Infrastructure Considerations</li> <li>○ Partnership with Greater Kitsap Chamber</li> <li>○ Old Town</li> </ul> </li> </ul>	<p>2026 2027 2028</p> <p>2026</p> <p>2026 2027-2028</p>

Tactics & Objectives	Timing
<p><b>1. Increase New Business Capabilities</b></p> <ul style="list-style-type: none"> <li>Build Capacity (data, tools, hire staff/contract relationships if needed) to issue and respond capably and quickly to RFPs and RFIs</li> <li>Expand relationships with site selectors</li> </ul> <p>Ongoing:</p> <ul style="list-style-type: none"> <li>Monitor opportunity for local landowners (including POB) to create lay down yard space for Shipyard Infrastructure Optimization Program</li> <li>Position KEDA as the private sector expert on the Shipyard Infrastructure Optimization Program.</li> </ul>	<p>2028</p>

## B. WORKFORCE

Tactics & Objectives	Timing
<p>1. <b>CTE.</b> Increase certificated graduates from CTE programs in high schools, emphasizing trades and other careers in Kitsap that do not require 4-year college degrees.</p> <p>2. <b>Apprenticeships.</b> Enlist industry partners for top 10 apprenticeships (or job skills training programs / internships) for expansion (e.g., businesses active in the schools, students learning at businesses)</p> <p>Ongoing:</p> <ul style="list-style-type: none"> <li>Participate in community dialogue around housing to advance the solutions workforce agenda</li> </ul>	<p>Q1 2026 – Q3 2027</p> <p>Q3 2027 – Q4 2028</p>

## C. BUSINESS RETENTION AND EXPANSION

Tactics & Objectives	Timing
<p>Regular adjustment of all KPIs: PTAC, Commerce, Business Visitation Interview Program</p>	<p>Annual</p>

## D. ENTREPRENEURSHIP AND INNOVATION

Tactics & Objectives	Timing
1. Evaluate feasibility of Kitsap business plan competition w/ higher education partners  Ongoing: <ul style="list-style-type: none"> <li>Continue facilitating opportunities for Kitsap’s entrepreneurs to grow, network and collaborate</li> </ul>	2026

## E. WAV-C

Tactics & Objectives	Timing
<b>To be determined.</b> Future feasibility is tied to new operational funding that must be obtained by Fall 2024.	

## F. RESEARCH

Key Tactics & Objectives	Timing
<ul style="list-style-type: none"> <li><b>Gap study.</b> Comprehensively evaluate the adequacy of products and professional services available in Kitsap.</li> <li><b>Migration and Growth study.</b> Evaluate who has moved to Kitsap during the pandemic, how demographics have changed, and whether growth remains on a strong trajectory.</li> </ul> Ongoing: <ul style="list-style-type: none"> <li>Continue to maintain, research, publish and disseminate information about Kitsap’s economy (both through large scale projects and individual efforts to assist Kitsap firms / economic interest)</li> </ul>	Q1 2026 – Q3 2027  Q3 2027 – Q4 2028

## G. COMMUNICATIONS & EVENTS

Tactics & Objectives	Timing
<p>Ongoing:</p> <ul style="list-style-type: none"><li>• Market Kitsap as business-friendly, innovative, with a strong quality of life, convenience and connectivity to Greater Seattle. County Requirement: Outreach and marketing of Kitsap as a talent destination.</li></ul>	

## H. ORGANIZATIONAL DEVELOPMENT

Tactics & Objectives	Timing
<p>Ongoing:</p> <ul style="list-style-type: none"><li>• Staff development opportunities as determined by the Executive Director / Board</li></ul>	