1. Call to Order  
   a. Pledge of Allegiance  
   b. Attendance (by presence, not roll call)  
      i. Position 1: Scott Kilmer  
      ii. Position 2: Andrew Wiesenfeld  
      iii. Position 3: Lora Butterfield  
      iv. Position 4: Jeff Southard  
      v. Position 5: Kim Larson  
      vi. Position 6: Colleen Wise  
      vii. Position 7: Jason Neil

2. Consent Agenda: All matters listed under Item 3, Consent Agenda, are considered routine in nature and will be enacted by one motion. Individual discussion of these items is not planned. A member, however, may remove any item to discuss as an item for separate consideration under New Business.  
   a. Agenda Approval or Modifications  
   b. Approval Meeting Minutes for March 4, 2019

3. Citizen Comment Period: This portion of the agenda is reserved for the public to comment on items not on the agenda. The Planning Commission may invite additional public comment on agenda items noted for discussion later in the meeting.

4. Items of Business  
   a. Action Item(s)  
      i. 2019 Work Plan  
   b. Discussion Item(s)  
      i. Marketing Plan

5. Staff Comments

6. Board Member Updates

7. Adjourn
1. CALL TO ORDER: Staff Liaison Groth called the meeting to order at 5:30 p.m.
   A. Members Present: Kilmer; Wiesenfeld; Butterfield; Southard; and Wise
   B. Commissioners Absent: Larson and Neil
   C. Staff Member(s) Present: Darren Groth, Community Development Director
   D. Others Present: Mayor Eidinger
     Council Member Tomyn

2. OLD BUSINESS
   A. Selection of Chair and Vice-Chair
      i. Butterfield nominated for Chair by Southard, Wise seconded. Board voted 5-0 to confirm.
      ii. Wise nominated for Vice-Chair by Kilmer, Wiesenfeld seconded. Board voted 5-0 to confirm.

3. CONSENT AGENDA
   A. Agenda Approval or Modifications
   B. Approval of Meeting Minutes for January 7, 2019
      i. Wise moved to approve, Southard seconded.
      ii. Board voted 5-0 to approve, as presented.

4. CITIZEN COMMENT PERIOD: None

5. NEW BUSINESS
   A. Action Item(s): None
   B. Discussion Item(s)
      i. Formulate 2019 Work Plan
         a. Chair Butterfield provided context to the agenda item.
         b. Groth furthered the opening comments regarding work plan ideas and the possible topics list.
         c. Discussion ensued.
         d. Board members agreed to focus their effort on example items 1, 3, and 4.
         e. Groth will bring back a plan for adoption during the next meeting.

6. STAFF COMMENTS: Groth updated the Board regarding a City marketing plan.

7. BOARD MEMBER UPDATES: None

8. ADJOURN: Chair Butterfield adjourned the meeting at 6:57 p.m.
Discussion
On December 17, 2018, the Economic Development Advisory Board (EDAB) met for the first time in nearly three years. In addition to their initial December meeting, the EDAB continued to discuss possible work plan ideas during their January 7, 2019 meeting. These first two meetings allowed the board members an opportunity to review prior Edgewood development goals, discuss economic development with City staff, and propose objectives for the coming year.

On January 29, 2019, the EDAB held a joint meeting with City Council to strategize the EDAB’s work plan for 2019. The City Council offered general direction to the members present for the discussion and recommended that the EDAB could spend their next meeting(s) compiling their ideal work plan and presenting back to City Council for adoption. As a result, once the EDAB finalizes their recommended 2019 Work Plan, various board members, e.g., selected representatives, the chair, or the entire board, will present their objectives to the City Council and seek adoption of the EDAB 2019 Work Plan.

The EDAB members winnowed their work plan down to three primary goals during their March 4, 2019 meeting. The attached work plan maintains only those three as the agenda for the board to focus their attention during the year. Additional steps may result from the findings; however, the proposed time and effort necessary to successfully implement the three items identified will likely fill the remainder of the EDAB’s calendar for 2019.

Recommendation
Finalize the 2019 work plan and prepare a presentation to for City Council to adopt during their April 9, 2019 meeting.
Economic Development Advisory Board

2019 Work Plan

1) Create, distribute, and analyze results of a restaurant or other preferred business survey.
   a. Optional methods of distribution include: Survey Monkey, publishing the survey in the local paper; copies in the Chamber of Commerce office; a new webpage on the City’s website; or a separate website or landing page.
   b. Seek [anecdotal] information to give to a targeted restaurant or eatery, e.g., “Our recent survey showed that 72% of the respondents wanted XYZ Café in Edgewood.”
   c. End result may be a press release or new marketing materials.

2) Develop a SWOT Analysis. (previously #3)
   a. Schedule economic development workshops, at least two
      i. First workshop – ask for input from stakeholders
      ii. Second workshop, at least a month later so the analyses can be completed – present the findings.
   b. Use the SWOT Analysis to develop a strategic plan and the SWOT findings may be used in business attraction.

3) Serve as Business Retention Ambassadors. (previously #4)
   a. Visit existing businesses and conduct a survey or see if they will provide testimonials, i.e., what is it like doing business in Edgewood.
   b. Determine if they are looking to expand – if so, can you find another place for them in Edgewood?
   c. If they may be looking to leave – find out why and see what can be done to keep them in Edgewood.
Date: April 1, 2019

Title: Marketing Plan

Attachments: 1) Pierce County Economic Development Board Flyer
2) Recruitment Collateral Pieces
3) Panzano Business Attraction Proposal
4) Panzano Generic Elevator Pitch

Submitted By: Darren Groth, Community Development Director

Fiscal Note
The 2019 Budget included a line item of $50,000.00 for building a Branding Message & Initial Marketing Plan. This was estimated to be a one-time expenditure. Any future expenditures for this activity would be as a result of an identified need from the Economic Development Advisory Board (EDAB) or City Staff.

Discussion
The City of Edgewood Council and Administration have labored over the past two years to ignite Business Development in concert with overall Community Development that will bring the City a rooftop mix of Commercial, Retail and Residential balance to provide sustained financial support, maintaining various levels of services. After hiring a data analytic company (Buxton) to produce metrics illuminating what business may be interested in locating in the City, the City is in need of building a Branding Message and Marketing Plan to attract those identified.

To help with the attraction of those identified, this agenda item will present examples from Pierce County, as well as the marketing plan proposal City Council approved from Panzano + Partners. The EDAB will assist the City with continuity of messaging and will help the City host an upcoming stakeholder meeting regarding development potential along the Meridian corridor.

Recommendation
Hold a discussion and identify steps for EDAB members to assist in business recruitment, attraction, and retention.
THE PACIFIC NORTHWEST’S GATEWAY TO THE WORLD

As a major gateway to Asia for outbound trade and to the U.S. interior for inbound cargo, Tacoma-Pierce County hosts one of the strongest logistics networks on the North American West Coast. Intermodal transportation hubs, the deep-water Port of Tacoma, East-West and North-South interstate highways, and growing SeaTac International Airport ensure the efficient transfer of goods. It is why our region is an epicenter for containerized cargo, bulk, breakbulk, aerospace components, automobiles, trucks and more.

LOGISTICS & MARKET ACCESS

Pierce County’s strategic location in the Puget Sound region makes connectivity seamless and efficient. SeaTac International Airport is conveniently located just north of Pierce County and is equidistant to major markets in Europe and Asia. By sea, the Northwest Seaport Alliance is the 4th largest container gateway in North America and includes the deep-water terminals of the Port of Tacoma and the Port of Seattle. A connected highway system serves the U.S. West Coast, Western Canada, Mexico and other major U.S. cites. Access to both major U.S. railroads ensures limitless options for logistics and transportation. Pierce County can confidently connect you to your network from air, sea, land or rail.
REGIONAL FAST FACTS

- Population: 3,807,891
- Labor Force: 2,077,056
- 54.5% of Household Incomes: > $75,000
- Median Age: 37.9
- Average Household Income: $66,619
- Pierce County Avg Home Price: $312,000
- Pierce County Cost of Living Index: 113

40% of Jobs in Washington State Are Tied to Trade

47.8k Regional Workers in Transportation & Material Moving

39% Population with Bachelor’s Degree or Higher

TAXES AND COST-SAVING INCENTIVES

- No personal state income tax
- No corporate income tax
- No inventory tax
- No sales or use tax on machinery and equipment used in manufacturing operations
- No head tax
- One of the largest, most successful foreign trade zones
- Workforce training grants and credits
- Other project-specific state & local programs
- Federal Opportunity Zones

HIGHLY SKILLED TALENT SUPPLY

Nine regional colleges and universities, along with 12 technical schools, produce 54,200 graduates a year. Many of our educational institutions have developed specialized programs focused on developing a workforce knowledgeable about logistics, and the longshore labor union is highly productive. In addition, the Seattle-Tacoma-Bellevue region was a Top 10 Best Places to Live, according to U.S. News & World Report, making it easy for companies to recruit top talent.

CONTACT US FOR ASSISTANCE

Sarah Bonds
VP, Business Recruitment
(253) 284-5892
sarah@edbtacomapierce.org

The Economic Development Board for Tacoma-Pierce County (EDB) helps companies looking to relocate or expand in Pierce County with market information, site selection, collaboration with state and local officials, connections with workforce training and more. The EDB offers these services confidentially and at no cost, as it is our mission to generate jobs and wealth-creation for the South Sound region. We welcome you to discover the endless opportunities that await you in Pierce County, Washington, U.S.A.
Economic Development Advisory Board
Recruitment Collateral Pieces

List of items to include on your recruitment collateral pieces on advice from Economic Development Board for Tacoma-Pierce County:

1) Demographic Data; Population, Labor Force, Household Income, Median Age, Home Prices, Cost of Living Index.
2) Map of your location
3) Major employers or retailers
4) Traffic Counts
5) Access to Freeway
6) Testimonials from local businesses
7) Latest news or future projects for Edgewood
8) Contact information
9) Photos
10) MSA Data to show the larger region
11) Infographics to highlight statistics
12) Website for additional information
13) Incentives
14) Quality of Life

Additional Items for consideration

15) Education
16) Energy and Telecommunication information
Client: City of Edgewood

Business Attraction Proposal

March 11, 2019
Overview

The City of Edgewood recently completed a research project with a third party which yielded information related to market leakage and a list of retailers and restaurants to target. As step one of communicating with these targets, a team from Edgewood will be attending its first RECon this spring.

RECon is the largest annual real estate conference in North America. Each May, the conference takes place in Las Vegas, NV and brings together some 35,000-45,000 attendees. While the lion’s share of this attendance is comprised of shopping center developers/owners/managers and retailer and restaurant brokers, some related industry service providers are also in attendance.

Over the past several years, the host trade organization, International Council of Shopping Centers, has been pushing its agenda to include municipalities looking for economic growth within the retail segment.

In order for the conference to yield a return on Edgewood’s substantial investment, it must develop and implement a plan to solicit and gain meetings with the targeted retailers and restaurants, using RECon as the kick-off point. The following is Panzano+Partners’ recommendation for the structure and investment of this plan.
Goal

- Establish a minimum of 10 in-person meetings or scheduled phone presentations, to present the City of Edgewood to retailer and restaurant real estate prospects between May and December 2019.

Strategy

- Create and implement a plan that targets the 20 retail/restaurant prospects which third party research has identified as being suitable additions for the City of Edgewood. This plan can also be used to target other, similar prospects.

Tactics

- Create the elevator pitch which will serve as the guideline for all communication.
- Create a landing page on the city website that highlights the key reasons the City of Edgewood is a smart choice, with a link to send an email and schedule an appointment.
- Create an email campaign that is used to gain appointments at and after RECon.
- Create a brochure selling the city, that can be used at RECon, at other meetings, and mailed to interested parties.
- Create an electronic presentation, with content similar to the brochure, but formatted in order to show properly on tablet or laptop, as well as in larger presentation formats.
- Create a series of scripts for client to use in phone calls to targets both prior and after RECon.
Timeline

March 2019

- Approval of proposal.
- Writing and approval of elevator pitch.
- Start development of landing page for client website.

April 2019

- Launch landing page on client website.
- Creation of email series to solicit RECon appointments.
- Client creates MailChimp account, and populates with target names and email addresses.
- Write scripts for phone calls to solicit RECon appointments.
- Design and production of 250 city brochures.
- Client begins deploying emails and phone calls to targets.

May 2019

- Email and phone calls continue.
- Establish RECon appointments.
- Brochures printed and delivered.

June 2019

- Custom follow up with all RECon appointments. Send information appropriate to each meeting/conversation.
- Mid-point call with Agency to review status and fine-tune July - December actions.

July - December 2019

- Develop and deploy remaining emails and phone scripts based on current status.
## Package + Investment

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator Pitch</td>
<td>Narrative written to resonate with target audience.</td>
<td>Complimentary</td>
</tr>
<tr>
<td></td>
<td>Create landing page attached to <a href="http://cityofedgewood.org">cityofedgewood.org</a>, which includes link to an email address to set an appointment.</td>
<td></td>
</tr>
<tr>
<td>Website Landing Page</td>
<td></td>
<td>$7,500</td>
</tr>
<tr>
<td></td>
<td>Copy writing and design of five emails. Three used to solicit appointments at RECon, two for post RECon for follow up.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One - two templates will be developed and used for all emails. Client will deploy through own MailChimp account using own list.</td>
<td></td>
</tr>
<tr>
<td>Email Series</td>
<td></td>
<td>$8,500</td>
</tr>
<tr>
<td>Phone Call Scripts</td>
<td>Writing four scripts to be used by client to solicit meetings at any time of the year.</td>
<td>$2,000</td>
</tr>
<tr>
<td>City Brochure</td>
<td>Concept, design, layout, copy writing, and printing of 250, tri-fold brochures.</td>
<td>$13,500</td>
</tr>
<tr>
<td>Electronic Presentation</td>
<td>Using content from city brochure, formatted for tablet/ laptop.</td>
<td>$5,000</td>
</tr>
<tr>
<td>Agency Fee</td>
<td>Monthly, half hour status calls and account servicing, April - December.</td>
<td>$13,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$50,000</strong></td>
</tr>
</tbody>
</table>

Individual costs are based on total package of projects being completed. It is assumed all projects will use photography provided by Client. If purchased photography is required, the Agency will provide estimate(s) in advance.
Investment

The Agency will develop a package of deliverables to be used by Edgewood to help them achieve their desired goals. These items will include an Elevator Pitch, Website Landing Page, Series of Five Emails, Series of Four Phone Scripts, 250 City Brochures, and an Electronic Presentation. Account services, creative services, and production services are included.

Total $50,000

Notes: This investment is for planning purposes. Once scope of work is finalized, formal estimates will be provided for each project. It is assumed all projects will use photography provided by Client. If purchased photography is required, the Agency will provide estimate(s) in advance.
Elevator Pitch

In 2019, how many markets can boast that they are truly underserved by retail? Not many. That’s why Edgewood has a strong competitive advantage to most, if not all of the markets that you may currently be considering for expansion. Our affluent community is located about 20 minutes from downtown Tacoma, but we are worlds away in terms of lifestyle, which is why our growth has been outpacing the surrounding market for the past XX years. Our more than 85,000 residents are being forced to seek your products elsewhere. Currently, tens of millions in retail sales potential is going unsatisfied. We feel that your brand could quickly turn our discerning population into your best customers. If your business can capture even a small percentage of these exported retail dollars, we know that you would be able to count your Edgewood location as one of the better units in your portfolio.