

Tri-Cities Business Growth Plans

Community-wide Rollout: March 23, 2006





Introduction

This is a **celebration of ideas**
and collaboration.

1 year of research, planning, and input.

850 surveys.

300+ focus group and interview participants.

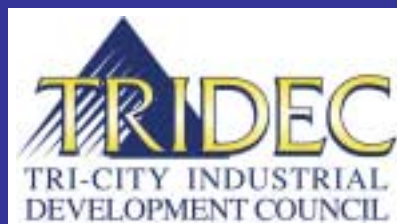


Introduction

The Plans



AngelouEconomics first hired by City of Kennewick to conduct a Economic Development Strategic Plan.



AngelouEconomics hired to update TRIDEC's marketing plan.



AngelouEconomics hired by Port of Benton to conduct Research District Plan with a SBA grant requested from Rep. Doc Hastings.



Introduction

Our Process

Each plan followed a similar process:



Themes of Our Work

1. The Tri-Cities is in the middle of a massive economic transition.

Why?

...Hanford

30,000+ direct and indirect jobs in the Tri-Cities depend on Hanford.

Nearly 1/3 of the economy will disappear as Hanford jobs are lost over the next 20-30 years.

Something must fill its place.

All cities will be impacted by job losses at Hanford.

Themes of Our Work

2. The retention of companies and people in the Tri-Cities has been a long-term problem.

Why?

Your remote location has not been a strength for much beyond Hanford and agriculture.

Quality of life is now a top requirement for companies and their workers.

You have made good strides forward, but more can be done.

Themes of Our Work

3. **Entrepreneurship and small business growth will drive economic growth in the future.**

Why?

70% of new jobs in the U.S. will come from entrepreneurs and small businesses.

The recruitment of companies to a region is no longer a sufficient economic development strategy.

Themes of Our Work

4. **Economic and political policies are fractured** by the number of government jurisdictions in your small region.

Regionalism is a growing trend across the country.

Why?

Being “small” doesn’t get anyone’s attention.

Weak governments can’t invest in their future.

Duplication of effort means low ROI on tax dollars.

Introduction

Let's review the plans.

Local Strengths & Challenges

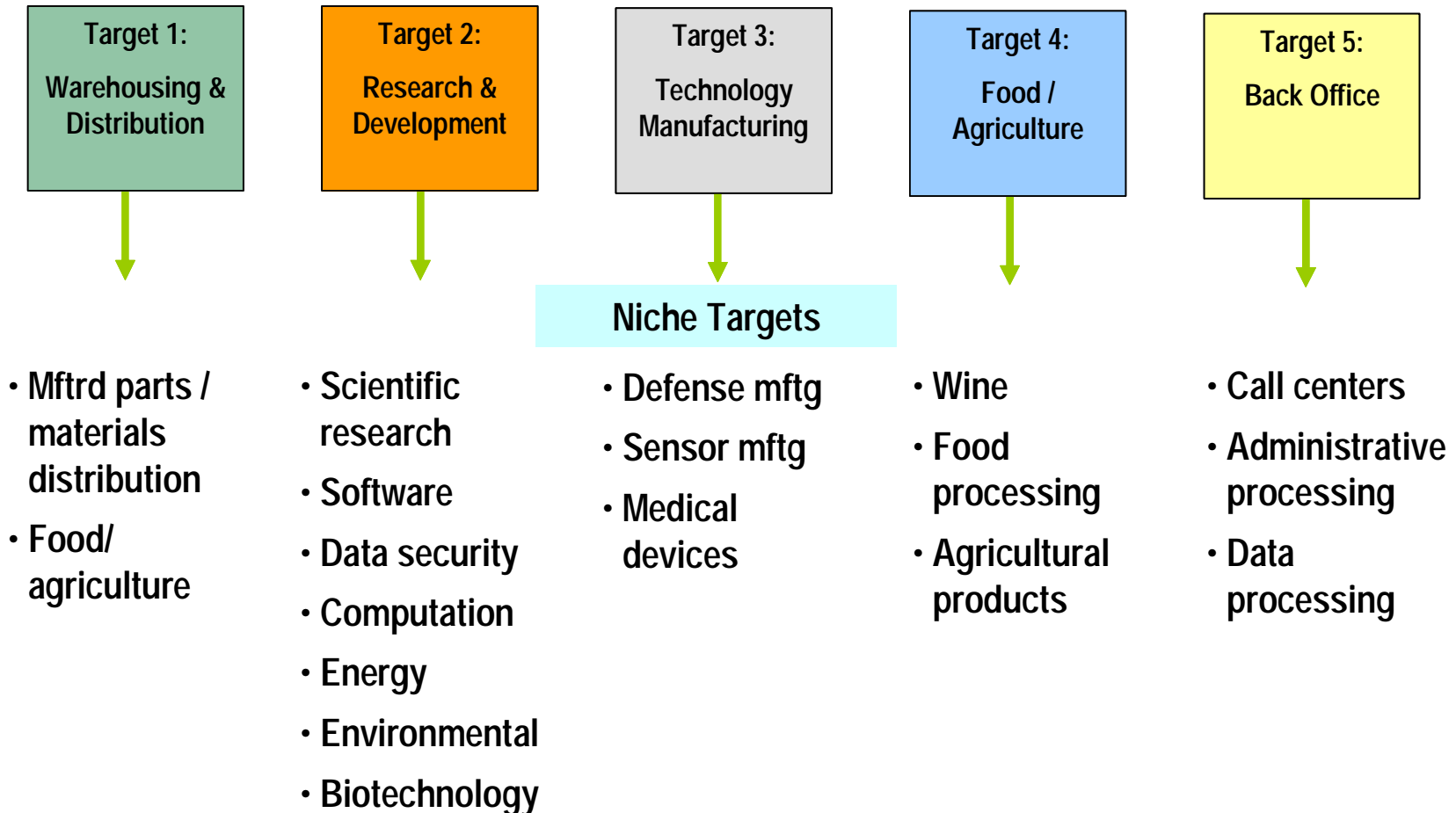
Strengths

- ✓ **Low cost of doing business**
- ✓ **Technical workforce**
- ✓ **Strong research capabilities**
- ✓ **Quality of Life**
- ✓ **New 4-year WSU-Tri-Cities**

Challenges

- ✓ **Remote location**
- ✓ **Lack of available buildings**
- ✓ **Few public incentives**
- ✓ **Low brand awareness**

Tri-Cities Target Businesses



TRIDEC Marketing Plan



1. Target Business Verification
2. Marketing Strategies
3. New Brand and Logo

TRIDEC Marketing Plan

Top Recommendations

- ✓ **Focus on fewer target industries**
- ✓ **Promote a regional brand for the Tri-Cities**
- ✓ **Increase TRIDEC's marketing budget**
- ✓ **Advocate for local business climate improvements**
- ✓ **Enhance external public relations for target industries**
 - > *National awareness campaign*
 - > *More face-to-face selling*
 - > *Website changes*

TRIDEC Logo

Conceptual logo mock-up:



- Emphasize “Tri-Cities”
 - Use Sun/ River images
- New organization name is below
 - Allow a mix of cities at bottom

Regional Brand

Consider the possible variations:



City name is large,
with Tri-Cities below



Any organization
can be listed below

Like a “Better
Business Bureau”,
these regional logos are in addition

Recent Example

The new Tri-City Chamber logo:



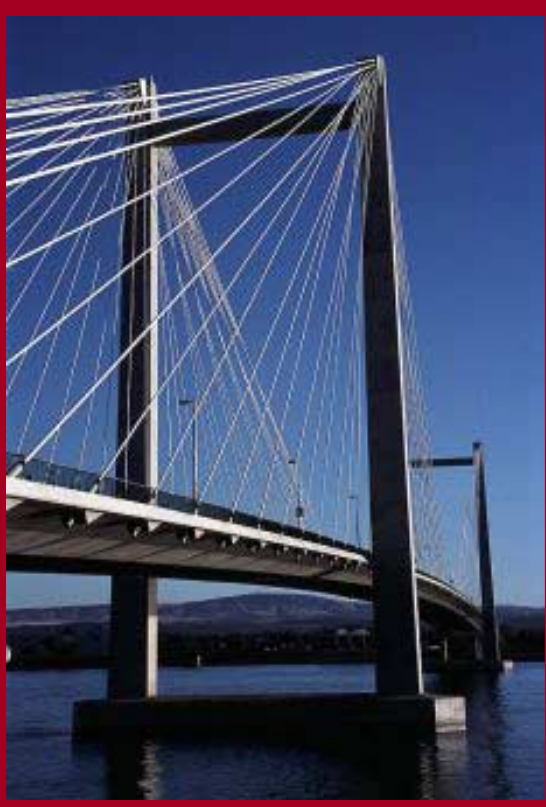
Location on top

River, sun images

Organization
is listed below

“Washington” included

Kennewick Strategic Plan



City of
Kennewick

1. Community Assessment
2. Target Business Selection
3. Strategic Plan

Kennewick Strategic Plan

Top Recommendations



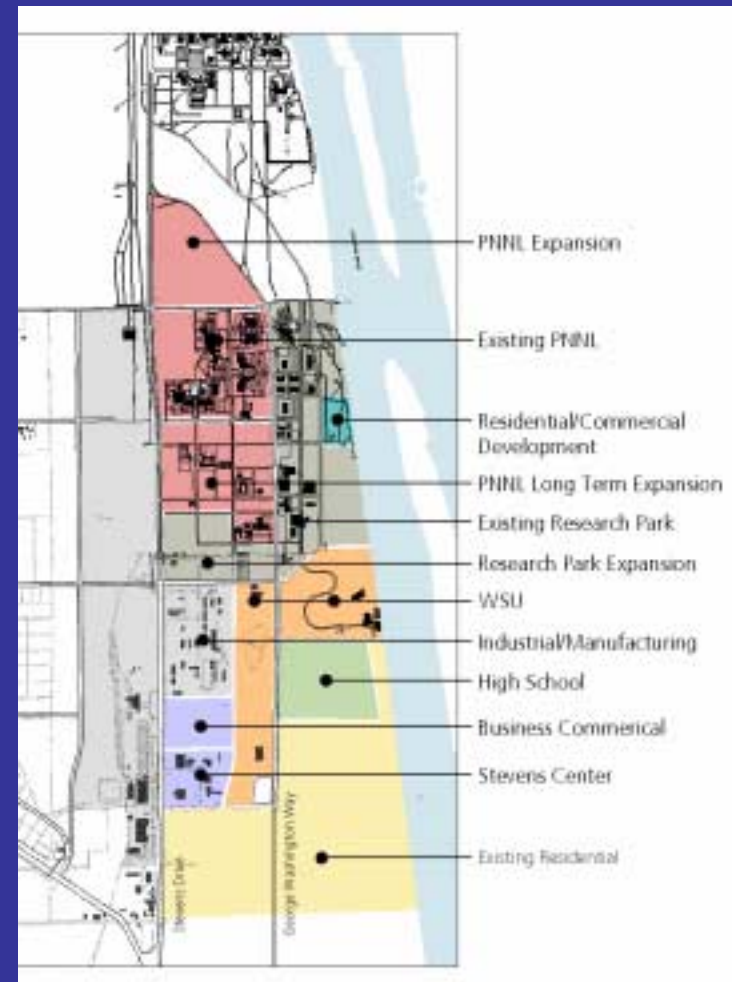
- ✓ **Promote a Young Professionals Agenda**
- ✓ **Additional focus on Retail and Tourism**
- ✓ **River and downtown quality of life developments**
- ✓ **New efforts in support of entrepreneurship**
- ✓ **Support regional efforts of branding and Research District**

Research District

All reports are posted on the website:

www.ResearchDistrictFuture.com

- **Assessment**
- **Case Studies**
- **Target Sectors**
- **Recommendations on:
Land use, marketing,
financing, and
organization**



Research District Target Sectors

Research District Targets

Target 1:

Clean Energy



- Biomass
- Energy distribution efficiency
- Nuclear security
- Fuel cells
- Wind power
- Solar energy

Target 2:

Biosciences



- AgBioProducts
- BioProcessing
- Biosensors
- Medical Isotopes
- Toxicology

Target 3:

Environmental Technologies



- Testing
- Carbon sequestration
- Management
- Spectroscopy

Target 4:

Software & Computation



- Data Analysis
- Network Security
- Information Analytics & Visualization
- Data centers

Niche Targets

Research District Top Recommendations

- ✓ **Recognize that PNNL will be the primary draw for companies to the District**
- ✓ **Focus investments on smaller Park next to the Lab**
- ✓ **Focus early efforts on low-cost marketing, then establish Park authority and hire a director**
- ✓ **The Research District should be a regional marketing effort**
- ✓ **Reinvest new property taxes from Park back into Park**
- ✓ **Coordinate and expand incubator services in the Park**

Regional Implementation

- **New funding will be needed**
- **Regional collaboration is required**
- **New focus on marketing what you have**
- **Organize volunteer effort behind the plans**



Stay Tuned

Stay tuned to the Web sites:

www.ResearchDistrictFuture.com

www.TRIDEC.org

www.ci.kennewick.wa.us

Celebrate our success!!!

Participate in these plans !!!



Thank you.



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John Warren, Project Manager

 **Angelou Economics**
technology-based economic development