

Lakewood Economic Development Update





Key Functions

- Business attraction + economic diversification
- Business retention + expansion
- Business assistance + development
- Military growth
- Community development



Long-Term Economic Development Benefits

- Create jobs
- Raise incomes
- Raise tax base
- Help local industries
- Stabilize the economy
- Avoid obsolescence
- Develop resources
- Revitalize community



Economic Development at the City

- Areas of Emphasis:
 - Pacific Highway Redevelopment
 - Towne Center
 - Colonial Center
 - Woodbrook Business Park
 - Tillicum Neighborhood Plan
 - OEA Grant – City is the project manager
 - Department of Labor Grant – City is the project coordinator
 - Business Retention
 - Business Recruitment
 - CDBG Program
 - EB-5 Designation
 - South Tacoma Way – International District Study



Pacific Highway Redevelopment

- Realignment plus sidewalks, gutters, and stormwater improvements
- Candlewood Suites, 108th & Pac Hwy
- Other projects in discussion include office, hospitality, and retail
- Sign Code

Pac Hwy – A Diamond in the Making

- Funded/Rebuilt Major Infrastructure:
road realignment, paving, curb, gutter
storm water, sidewalks, landscaping and
lighting

Phase I	108 th Street to RR Overpass	\$1.6M 2006
Phase II	RR Overpass-47 th -Bridgeport	\$2.4M 2008
Phase III	SR512 to 108 th	\$2.4M 2008
Phase IV	Bridgeport to Gravelly Lake	<u>\$4.3M</u> 2010
		\$10.7 M

Before & After

Pac Hwy Improvements





Pac Hwy – A Diamond in the Making

- Amending sign code for freeway advertising
- OEA planning assistance grant
- Point Defiance Rail Bypass



Towne Center

- Work with multiple ownerships on opportunities
- USA Discounters, Red Robin, Carl's Jr, Dollar Tree



Colonial Center

- Staff working with owner and consultant on a redevelopment study



Woodbrook Business Park

- Feasibility analysis complete
- Staff have been meeting with a developer on a possible first project for the last 18 months
- Infrastructure challenges



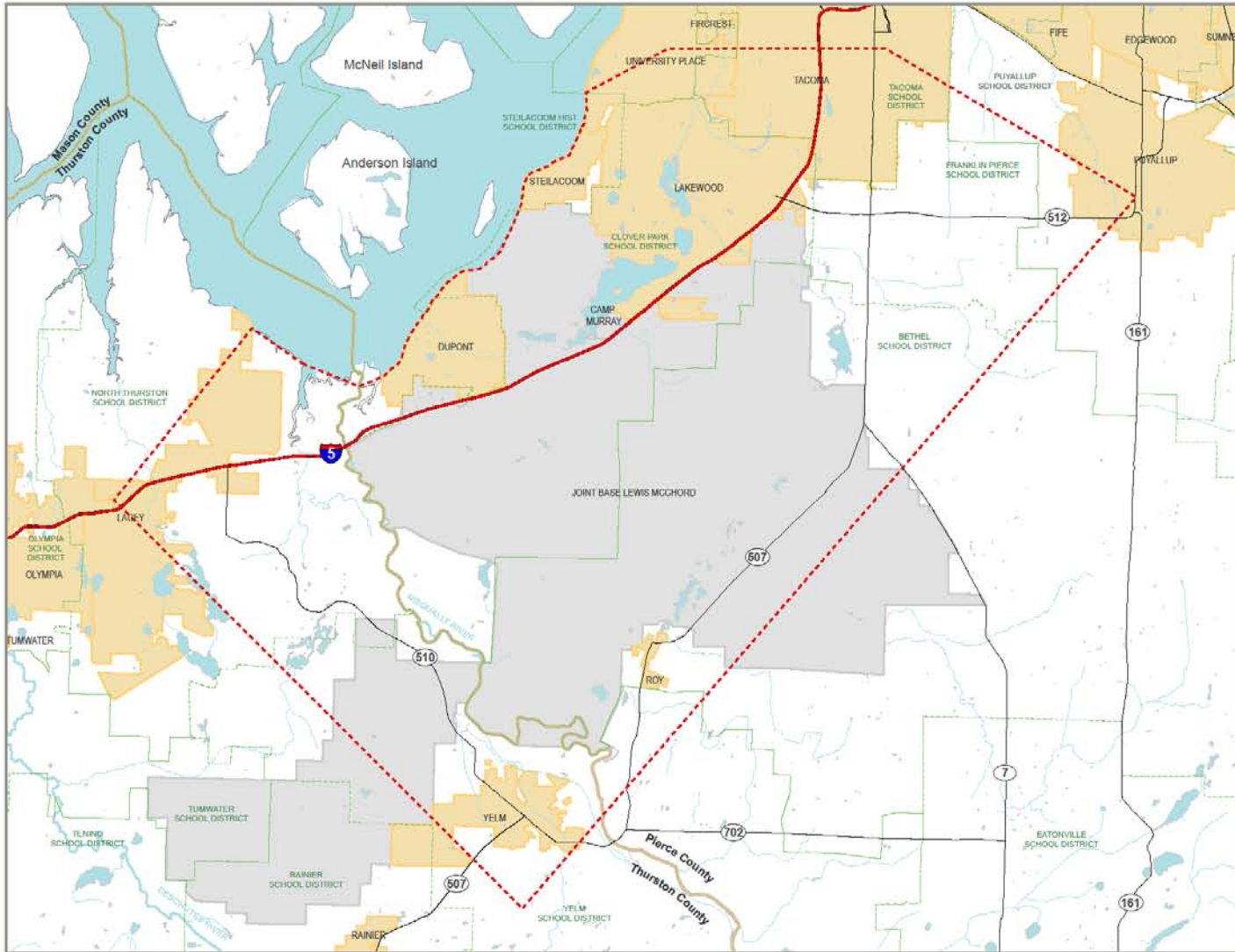
Tillicum Neighborhood Plan

- Four projects pending
- Cottage housing ordinance
- Housing incentives
- Capital facilities plans
- Back to the City Council in August



OEA Grant

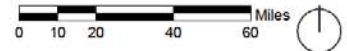
- City is the project manager for this military growth project
- Transportation study for I-5/SR512 to Mounts Road
- Regional Steering Committee



Project Location

LEGEND

- Project Study Area
- Cities
- Counties
- School Districts
- Military Installations
- Interstates
- Highways & Major Roads
- Water Bodies
- Rivers & Streams



Preliminary Draft

MAJOR JURISDICTIONS AROUND JBLM

Study Area & Stakeholders



Bethel School District



- 2 Counties
- 7 Municipalities
- 7 School Districts
- 12 Special Service Providers
- Multiple Public & Private Stakeholders
- Health and Human Service Providers

Study Focuses On...

- Housing
- Economic Impact
- Education
- Transportation
- Plans and Policies
- Public Utilities & Infrastructure
- Public Safety & Emergency Services
- Health
- Social Services
- Quality of Life





Military Growth

- Provide demographic stats and overview of military growth and impacts on the City of Lakewood and region
- Transportation study for I-5/SR512 to Mounts Road

JBLM Demographic Stats

Active Duty Personnel

- 30,294 Army active duty personnel*
 - 3,637 Air Force active duty personnel
- 33,931 Total active duty personnel

Reservists

- 2,805 Army
 - 2,342 Air Force & National Guard at McChord
- 5,147 Total

17,000 Army troops deployed to Iraq and Afghanistan as of July 2010... returning to JBLM through September 2010.



JBLM Demographic Stats

- Additional military-associated consumers
 - 49,500 Family Members
 - 29,247 Military Retirees in Area

JBLM Demographic Stats

- \$508 Million - annual operating budget for joint base support services
 - Civilian Employees & Contractors
 - 10,968 Army (JBLM & Yakima Trng Cntr)
 - 4,316 Air Force
- 15,284



Translating JBLM Impacts into Opportunity

- JBLM Task Force participation
- Candlewood, USA Discounters (military-related businesses)



Department of Labor Grant

- City is the project coordinator - coordinates with OEA JBLM work on the workforce element



Business Retention

- Support both Tacoma-Pierce County Economic Development Board and Pierce County business retention programs
- Work to resolve barriers for local businesses
- Network with owner/developers in targeted redevelopment areas



Business Recruitment

- Outreach to potential new businesses or new investment opportunities
- Marketing strategies. Expand our reach and efforts to recruit new business opportunities and investments
- Media relations
 - Development and placement of positive articles about Lakewood in segment publications to help foster investment and new businesses
 - Contact and provide tours for potential new investors or developers



CDBG Program

- Loan program
- News release



EB-5 Designation and Financing

- Working with them to develop project opportunities
 - Mr. Henry Liebman
American Life, Inc.
3223 3rd Ave. S, Suite 200
Seattle, WA 98134
(206) 381-1690 X106

www.amlife.us



South Tacoma Way International District Study

- Proposed International District Study
- Potential RFQ to go out in late fall-2010



The Future is Bright in Lakewood

- Tremendous opportunity here
- Resources are aligned to move ahead
- Some goals have been accomplished
- Much more to do

Questions

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