

ECONOMIC DEVELOPMENT

INTRODUCTION TO ECONOMIC DEVELOPMENT

**JENN FRANCIS
CITY COUNCIL STUDY SESSION
FEBRUARY 28, 2022**

Community Development

Engineering Services • Administrative Services • Environmental Services
Community Development Services • Economic Development

AUBURN
VALUES

S E R V I C E

E N V I R O N M E N T

E C O N O M Y

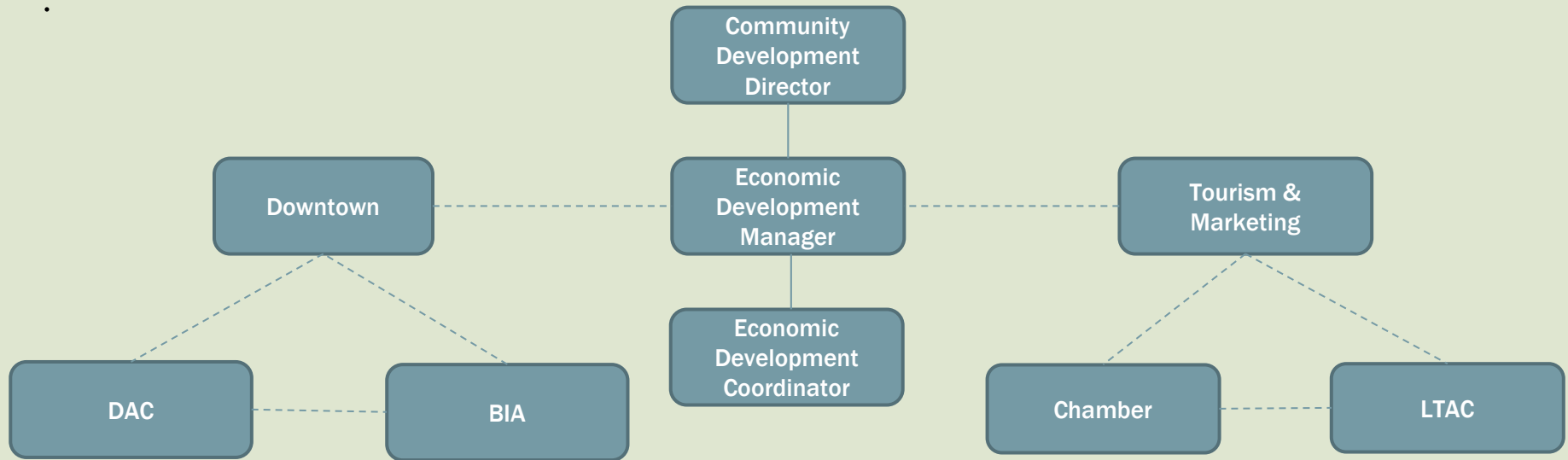
C H A R A C T E R

S U S T A I N A B I L I T Y

W E L L N E S S

C E L E B R A T I O N

ECONOMIC DEVELOPMENT DIVISION



SERVICE • ENVIRONMENT • ECONOMY • CHARACTER • SUSTAINABILITY • WELLNESS • CELEBRATION

ECONOMIC DEVELOPMENT VISION

Auburn is a community that has a robust and diverse economy where businesses seek to locate, people desire to visit, and residents enjoy a range of commercial offerings.

Businesses that locate in Auburn find it easy to enter the marketplace, encounter ideal conditions for their long-term success, and become rooted and involved in the community.

Visitors continue to return to Auburn because of its high-quality natural resources, parks, public spaces, and commercial attractions.

Residents choose to live in Auburn because of the diverse, family wage employment opportunities, and access to entertainment, restaurant, retail, and services.

COMPREHENSIVE PLAN ECONOMIC DEVELOPMENT ELEMENT



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COMPREHENSIVE PLAN VALUES AND STATEMENTS

- CHARACTER
- WELLNESS
- SERVICE
- ECONOMY
- CELEBRATION
- ENVIRONMENT
- SUSTAINABILITY

CHARACTER

Our cultural diversity has been leveraged to bind our community, expand our market, and celebrate cultural traditions.



WELLNESS

We are a safe community with walkable commercial districts where the perception and reality are that crime activity is low and public safety staffing meets or exceeds the community's expectations.



**Trek
Apartments**

SERVICE

Our economic development strategies focus on both, supporting the existing business community; as well as recruitment of new businesses to expand and diversify the City's quality of place.



**Legendary
Donuts**

CELEBRATION

We actively promote our local businesses and have been successful at making our residents more aware of what is available locally as well as attracting visitors from beyond our City.



**Dentists of
Auburn Ribbon
Cutting**

ECONOMY

We are able to measure and achieve defined targets for manufacturing, service, and retail jobs and revenues.



**Orion
Industries**

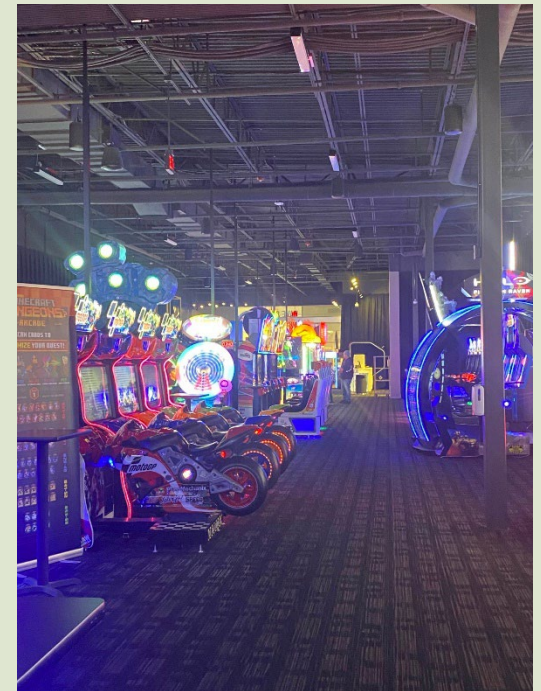
ENVIRONMENT

Our economy is growing and diversifying because of our efforts to protect our river, streams, wetlands, and other environmental resources.



SUSTAINABILITY

Residents are staying in Auburn to work and shop, and we are widely considered a regional dining, shopping, and entertainment destination.



TEN YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN

NOVEMBER 16, 2016



CITY OF AUBURN, WASHINGTON TEN-YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN

TIP strategies HEARTLAND TheRetailCoach

TIP strategies

HEARTLAND

TheRetailCoach



TEN-YEAR ECONOMIC DEVELOPMENT STRATEGIC PLAN UPDATE

THE CITY OF AUBURN, WA

MARCH 2018

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STRATEGIC PLAN HIGHLIGHTS

- Continue to actively seek investors and developers for downtown projects
- Partner with Auburn Area Connect on marketing packages for tourism destinations
- Create strong relationship with BIA, Auburn Area Connect, DAC and Economic Development Division
- Leverage Auburn's community of business leaders to reach peers and cultivate stronger relationships
- Organize Networking Events

MARKETING

The City of Auburn is partnering with the Auburn Area Connect Chamber for marketing existing and new businesses.



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OUTLET COLLECTION MARKETING CAMPAIGN

Focusing on Businesses Outside of the
Outlet Collection



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TOURISM

Benefits of Tourism

- **Injects Dollars From Outside Auburn Into Our Local Economy**
- **Cultivates Civic Pride**
- **Community Benefit To Auburn Residents**
- **Positively Impact Shoulder Season (Sept – May)**
- **Ensure Economic Vitality of Auburn Businesses**



LODGING TAX FUND

Hotel /Motel Tax

- Hotels / motels collect lodging tax for all completed bookings

Auburn Tourism Board

- Tasked with addressing issues related to tourism
- Meets Monthly

LTAC

- Establish proposed budget; interview & designate lodging tax grant recipients.
- Meets twice a year

PROMOTING HOTEL/MOTELS IN AUBURN

Promoting our local hotels and encouraging the use of the Destination Auburn QR Code throughout the City, will help support local businesses.



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AUBURN AREA COLLECTIVE

The City of Auburn partners with the Auburn Area Connect for Marketing and Tourism.



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SUPPORTING BUSINESSES

SOUTH SOUND
CHAMBERS OF COMMERCE
LEGISLATIVE COALITION

LEGISLATIVE BREAKFAST

THURSDAY DECEMBER 9th, 2021
8:00 AM TO 9:30 AM
VIA ZOOM WEBINAR

DISCUSSION TOPICS INCLUDE:

- 2022 Legislative Priorities
- Long-term Care
- Housing
- Police Reform

REGISTER HERE:
bit.ly/LEGBREAKFAST



The Auburn Area Collective
working with the City,
legislators, and the community.

Auburn Valley Humane Society

2022
PET PHOTO
Calendar Contest



MultiCare

RN Virtual Hiring Event

Auburn Medical Center &
Covington Medical Center

December 14, 2021
8:00AM - 4:00PM (PST)



We're looking for Staff RNs to join our Med/Surg teams at our Auburn Medical Center and Covington Medical Center. If you have recent acute care experience and value compassionate patient care, this may be the perfect opportunity for you! By attending this event, you will get to chat with our recruiter via text/phone.

Benefits & Incentives:

- \$20k Student loan repayment - payable as \$4k per year up to 5 years
- \$10k Sign-on bonus for candidates with 1+ years of experience
- Up to \$10k relocation bonus
- Tuition reimbursement and education opportunities
- Competitive pay and generous PTO
- Comprehensive benefits
- Shift options: daylight
- Join a positive and supportive team!



Learn more and sign up at jobs.multicare.org/events/
Questions? Contact Harshita.Chowdhary@multicare.org

Scan Me for
Event Sign-Up

Mayor Nancy Backus
Councilmember Yolanda Trout-Manuel
Councilmember Larry Brown
Councilmember Kate Baldwin

Please join us in welcoming our elected officials at a
Swearing-In Ceremony and Reception
Monday, January 3, 2022
5:30 to 6:30 PM
Auburn City Hall, Council Chambers
25 W Main St | Masks are required

CITY OF AUBURN
WASHINGTON

SAVE THE DATE!

SMALL BUSINESS SATURDAY®
IS NOV 27

SHOP SMALL WITH **AM EX**

Welcome HOME

A Guide to Living in Auburn, Pacific & Algonu Communities
Courtesy of the Auburn Area Chamber of Commerce

YOUR MONEY MATTERS
Bridging the Gap Between Financial Knowledge and Literacy

JOIN YMM'S FIRST EVER Youth Summit

BRIDGING THE GAP BETWEEN
FINANCIAL KNOWLEDGE AND LITERACY

YOUR VOICE MATTERS!

NOVEMBER 13TH | 9 A.M. - 4 P.M.
GREEN RIVER COMMUNITY COLLEGE,
MAIN CAMPUS, STUDENT CENTER

OPEN TO ALL AGES 16 - 21. BREAKFAST AND LUNCH SERVED. STUDENTS WHO ATTEND WILL RECEIVE \$25 AND SHAG ITEMS. EVENT INCLUDES A RAFFLE GIVEAWAY!

WANT TO SIGN UP? EMAIL: YMM.EVENTS@GMAIL.COM

NETWORKING

Business Connect Events – Held the First Wednesday of Every Month from 3 – 5 PM



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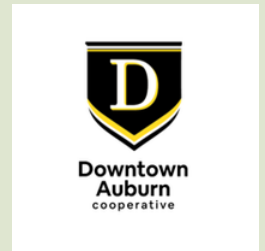
HOW CAN BIA FUNDS BE SPENT

Seven purposes BIA Funds can be used for:

- Acquisition, construction or maintenance of parking facilities
- Decoration of any place within the BIA boundary
- Sponsorship or promotion of public events
- Furnishing of music in any public place within the BIA boundary
- Professional Management, planning & promotion for the neighborhood
- Providing maintenance and security for common, public spaces
- Providing transportation services for the benefit of the neighborhood

DOWNTOWN AUBURN COOPERATIVE

The DAC works closely with the City to support downtown business and the surrounding community.



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KEEPING DOWNTOWN CLEAN

Downtown Cleanup – Our Partnership with Trillium



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DOWNTOWN LIGHTING PROJECT

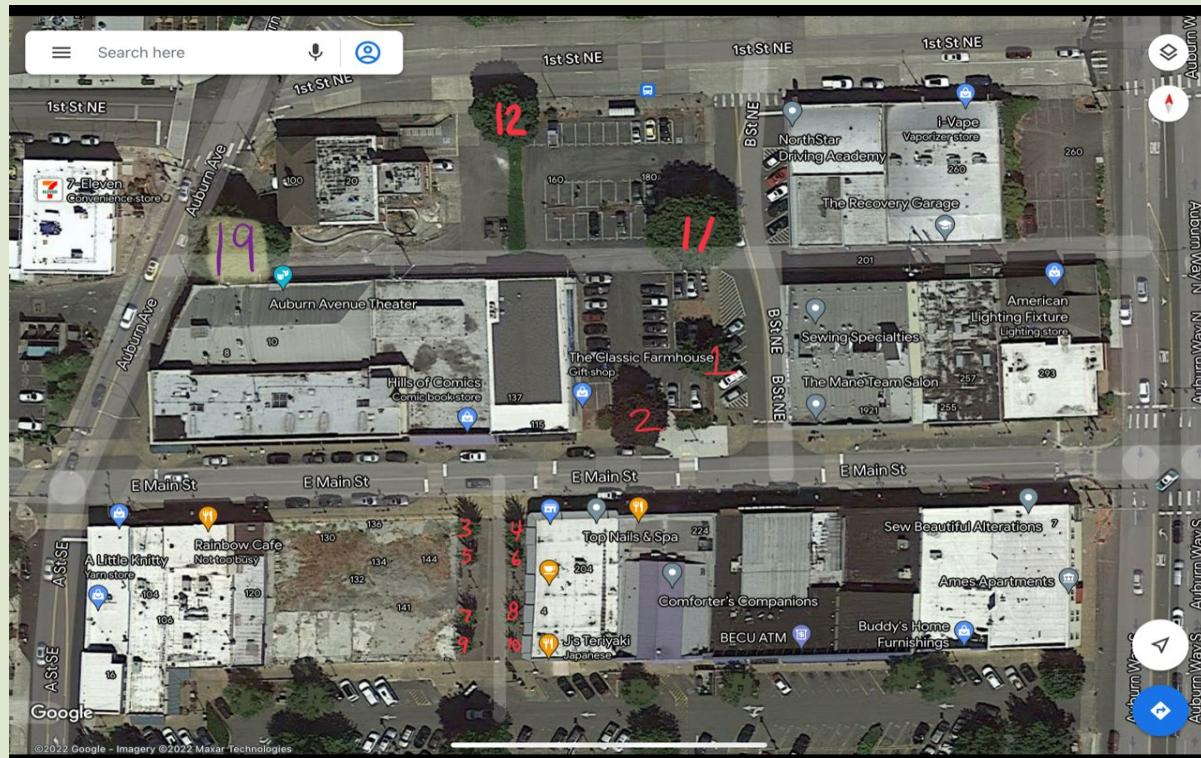
Upgrades to Outlets



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DOWNTOWN LIGHTING LOCATION

During the month of March, lighting will be added to the B Street Plaza and the Mural Parking Lot located by Auburn Avenue Theater.



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ARPA

Spending ARPA Funds

- Marketing
- Special Events
- Downtown Improvements
- Cash Payments
- Technology Assistance
- Translation Assistance
- Recruiting Employees
- COVID Testing & PPE



The City of Auburn has \$500,000 of ARPA (The American Rescue Plan ACT) funding to spend within the business community. We are reaching out to business owners for their input on how to best use these funds to benefit our business community. Below is a list of questions that should take about 5 minutes to answer and will help the City determine where to spend this ARPA funding.

* Should the funding be spent on marketing and advertising?

- ☐ Yes
☐ No

If yes, what platform would you hope the City would use to advertise. (check one or more)

- ☐ Print
☐ Digital
☐ Social Media
☐ Working with individual businesses to market them through advertising media platforms

* Should the funds be spent on special events to promote businesses and tourism?

- ☐ Yes
☐ No

OUR GOAL IN ECONOMIC DEVELOPMENT

Economic development programs should be viewed as a way to shape the character of the City's future economy.



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QUESTIONS

**ECONOMIC DEVELOPMENT MANAGER
JENN FRANCIS**

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JFRANCIS@AUBURNWA.GOV

WWW.AUBURNWA.GOV

AUBURN
VALUES

S E R V I C E

E N V I R O N M E N T

E C O N O M Y

C H A R A C T E R

S U S T A I N A B I L I T Y

W E L L N E S S

C E L E B R A T I O N
