



Economic Development

Recommended Marketing Plan 2019-20



Marketing Plan Basis

- **City Council Priority #2: Economic Development**

“I want a diverse and vibrant economy in Kennewick”

- Sustainable Family Wage Jobs
- Tourism
- Urban Growth Area
- Efficient & Expedited Development Review
- Infrastructure Funding
- Economic Vitality
- Economic Diversity
- Partnership

- **Tri-City Development Council Industrial Recruitment Partnership Agreement**

- **Columbia Gardens Wine Village Interlocal Agreement**

- **Benton County Rural County Capital Fund Project Application**

- **2014 TadZo Target Industry Analysis**

- **Tr!-Cities Rivershore Enhancement Council (TREC) Branding, Development, and Marketing Action Plan**

- **Economic Development & Planning Committee Vision Statement:**

“Kennewick is an economic leader in Washington and the Pacific Northwest, building on its excellent quality of life, creating a supportive climate for entrepreneurs and small businesses, attracting high technology target industries, and attracting a young professional workforce to support these new industries.”

Goal 1: Business Climate

Advance Kennewick's business climate by addressing Tri-Cities Competitiveness Report Card weaknesses; competitor intelligence; strengthening support systems for entrepreneurs and small businesses; improving incentives that encourage business location and citywide growth; and engaging in statewide public policy efforts.

Participation and investments in regional economic development marketing efforts

- Columbia Basin College culinary workforce training initiative
- Benton County Rural County Capital Fund
- Port of Kennewick
- TRIDEC including Mid-Columbia Energy Initiative Sustainability Committee
- Visit Tri-Cities and Tri-Cities Rivershore Enhancement Council
- Historic Downtown Kennewick Partnership
- Bridge-to-Bridge, River-to-Railroad Subarea Planning Committee
- Tri-City Regional Chamber of Commerce
- Tri-Cities Hispanic Chamber of Commerce
- Benton Franklin Council of Governments
- Hanford Area Economic Investment Fund (HAEIF)
- Washington Economic Development Association
- Association of Washington Cities
- Association of Washington Business



Embrace a digital strategy to reach site selectors, prospects, established businesses, and perspective entrepreneurs

- Continually update Go2Kennewick.com content so it serves as a single-source online resource tool for business recruitment, expansion, retention, and startups [outlined in “Business Recruitment, Retention and Expansion” section].
- Maintain ‘News Briefs’ section on Go2Kennewick.com for major funding, designation, and development announcements.
- Promote TRIDEC’s Zoom Prospector and encourage property owners and brokers to keep this property selection tool current, as outlined in TRIDEC Partnership Agreement.
- Use social media to communicate relevant and timely information that supports economic development mission.
 - Facebook and Twitter: Ribbon cuttings, business-related events, and Shop Kennewick to reach residents and local business owners.
 - LinkedIn: Connections with site selectors, developers and local business owners.
 - YouTube: Quality of Life Video.
- eBlasts to business license database with relevant info for business owners, like infrastructure projects, funding resources, labor resources, free SBA/SCORE training, sustainability tips, etc.



Focus lobbying efforts

- Work with affiliates, legislators and lobbyist to support economic development initiatives such as the Building Business Ecosystems Act.
- Relay relevant info from AWB to business license email database and post at Go2Kennewick.com; encourage businesses to participate in lobbying efforts.
- Provide legislative agenda and work with AWC and AWB on legislative issues specific to city.
- Partner with Port and affiliates on continued effort to secure Local Revitalization Financing for West Kennewick.

The **Building Business Ecosystems Act** is flexible, responsive to local needs, and applicable to urban and rural projects. It is a low risk economic development tool that creates new investment, businesses and jobs.

Port of Benton • 509.375.3060
Port of Kennewick • 509.586.8140
Port of Pasco • 509.547.3378

City of Kennewick • 509.585.4238
City of Richland • 509.942.7390

Maintain sustainability program

- Work with regional partners such as Mid-Columbia Energy Initiative and Alliance for a Livable and Sustainable Community to maintain sustainability program to support strong site selector ratings, attract more businesses, help create jobs, attract younger demographic, and ultimately meet the needs of future generations.



Goal 2: Education and Workforce Development

Encourage and support education and workforce development that prepares workers for jobs in target industries and fosters entrepreneurship.

Promote workforce training

- Facilitate establishment of Columbia Basin College culinary training program as defined in the Columbia Gardens Wine Village Interlocal Agreement.
- Publicize labor resources (such as WorkSource and college/vocational programs) at Go2Kennewick.com, in eBlasts, on LinkedIn, and Business Resource Guide.
- Attend ribbon cuttings and other events to support K-12 educational system, colleges, universities, and technical schools.

Foster entrepreneurship

- Facilitate private sector establishment of incubator and/or accelerator.
- Support TRIDEC, Kennewick School District, and local events and ideation programs that promote entrepreneurship.
- Promote financial resources (Opportunity Zones, lenders luncheon, local financial resources, etc.).

Prioritize and customize marketing messages and delivery based on labor demand

- Support regional colleges, vocational schools and WorkSource training initiatives that address labor needs.
- Monitor workforce need projections from Hanford and potential future job replacement as needed.



Goal 3: Quality of Life

Seek opportunities to assist in efforts that result in the creation of a “sense of place.” Support activities that attract young professionals and other workers to fill jobs in target industries.

Unique Asset Development and Promotion

- As encouraged by the *Tri-Cities Branding, Development & Marketing Action Plan*, pursue projects that set Kennewick apart in the marketplace, and promotional campaigns that answer the question: ***What does Kennewick want to be known for?***
- Help identify and foster planning for central gathering places with unique attractions, eateries, plazas, entertainment, and cultural arts.
- Seek funding and partnerships for implementing multi-modal transportation and interconnectivity between walkable and bikeable areas of commerce.
- In conjunction with Parks and Recreation staff, promote existing assets (such as Carousel, Community Center, and Southridge Sports Complex) and Tri-Cities brand promise (*That’s the way we do things here. Bolder. Brighter. Better.*) and marketing messages (exclamation point, fist pump images, word combinations).



BBRR Revitalization Plan

- Seek funding and community support for catalytic project to connect Columbia Drive and the historic downtown.
- Attract and create opportunities for developers, businesses, and residents to realize redevelopment potential of Urban Mixed Use zoning designation.
- Promote downtown as a boutique gift and home-goods shopping destination with event support and advertising.
- Continue to engage downtown businesses on development standards that will increase the number of visitors and patrons to the area through Go2Kennewick.com, eBlasts, and the HDKP.

- Continue to work with HDKP and Arts Commission to beautify the historic downtown and waterfront district and create identity through the use of public art pieces and signage. Showcase photos in marketing materials and on Go2Kennewick.com.
- Target and recruit businesses that complement the vision for the downtown area and meet needs in the marketplace as identified in “What would attract you to Downtown” survey responses.

Southridge: Continue to grow LRF area and “tell our story” to state officials in an effort to secure a second LRF

- Research industries and businesses that complement the Southridge area, update prospect list, and continue targeted marketing campaign.
- Identify prospects and pursue targeted recruitment efforts at ICSC conferences and personal relationship building with retailers and businesses.
- Continue building digital image portfolio of the Southridge area (and other opportunity centers); include demographic profile and other marketing data to provide prospects.

Conceptualize a future “sense of place”: Vista Field

- Seek opportunities to assist in master planning process and development opportunities.
- Help facilitate the Port of Kennewick’s development plan.
- Help create and distribute marketing materials in collaboration with the Port.
- Research and identify target businesses and industries that would complement the vision for the Vista Entertainment District and actively build relationships.
- Continue to market the Tri-Cities at ICSC events annually.

Attract and retain young professionals

- Advertise programming and efforts at supporting entrepreneurship amongst young professionals.
- Promote ideation and development of marketable intellectual property by supporting Kennewick School District and institutions of higher learning to expand opportunities for young professional culture of making.
- Publicize events of local young professional learning communities, workgroups, and cultural events through Go2Kennewick.com, eBlasts, LinkedIn, and social media.



- Recruit and retain creative industry development online and in-person:
 - Identify partnerships for advancing high-skill, high-income jobs in Digital/Graphic/Industrial Design, Technology Development, Culinary Arts, Architecture, Digital Media, and Publishing.
 - Identify adaptive reuse sites for housing and expanding creative industries.
 - Support the creation of a state-designated Creative District.
- Recruit an incubator/accelerator space in Downtown Kennewick to support entrepreneurship.

Goal 4: Sites & Infrastructure

Expand the area's infrastructure and connectivity so that it meets the needs of target industries Kennewick wants to attract.

Target prospects for available inventory

- Help infill lot property owners and developers resolve issues with access, zoning or other code-based obstacles, to increase marketability.
- Email property links to target prospects with demographic profile and marketing collateral (as outlined in *Business Recruitment, Retention and Expansion* section).

Urban Growth Area

- Provide support as needed for UGA realignment.
- Develop relationships with associations that represent target industries, and members that are candidates for Kennewick.
- Research business and industries that fit the vision for the UGA and maintain prospect list.
- Outreach to desirable niche businesses to find out what assets they would value most for the purpose of having a marketing campaign ready to launch should the expansion occur.

CIP Projects

- Promote economic development impacts as projects progress on Go2Kennewick.com, to business owners through eBlasts, and on LinkedIn.



Goal 5: Business Recruitment, Expansion & Retention

Enhance competitiveness by focusing efforts on deliberate recruitment of target businesses and industries that will provide livable wages and diversification from Hanford area jobs; identify businesses looking to expand and encourage expansion; and increase outreach to local business in efforts to retain their presence in the region.

Update marketing materials and delivery

- Incorporate elements from the Tr!-Cities branding campaign into city marketing materials.
- Update exhibit/trade show booth display materials for city-wide use.
- Keep marketing materials current with locally relevant content that is meaningful to site selectors:
 1. available workforce/labor costs
 2. existing buildings
 3. available properly zoned land w/ infrastructure
 4. transportation/proximity to customers and suppliers
 5. incentives and abatements
 6. utilities
 7. taxes
 8. permitting process
 9. welcoming presence
 10. distance to airport
 11. quality of life
- Maintain digital strategy that includes website, social media, and mobile app.
- Manage content on Go2Kennewick.com for site selectors and existing businesses

Business Retention and Expansion

- Support *Shop Kennewick* campaign to foster a positive business climate by raising citizen awareness year-round of the benefits of shopping local first, increase tax revenue by driving residents to Kennewick businesses, and show prospective businesses Kennewick is supportive and progressive.
 - Support Facebook “Shop Kennewick” and Twitter “@ShopKennewick.” Post, share posts, tweet and retweet information that specifically raises awareness of Kennewick retail offers and public events that generate tax revenue. Posts and Tweets can feature Kennewick businesses that notify the City (Economic



- Development Department or otherwise) of special promotions, grand openings, new locations, etc.
- Traditional advertising (TV, print and radio), marketing collateral such as window clings for Kennewick businesses outreach through community organizations like the Historic Downtown Kennewick Partnership, Chambers of Commerce, Association of Washington Businesses, and Visit Tri-Cities.
- Continue to promote and attend ribbon cuttings and Chamber events.

Focus recruitment efforts on niche markets as identified by TadZo

- Target TadZo report target industries based on most timely opportunities, limiting factors and inventory of viable space available:
 - Recruit **wineries** in coordination with the Port of Kennewick for Columbia Gardens. **Craft brewery and distillery recruitment** is contingent upon wastewater requirements and available properties.
 - With UGA realignment, there's opportunity to pursue **logistics** and distribution companies needing large warehouse space closer to freeway interchanges.
- Develop targeted marketing material and campaign approach based on industry type.
 - Post Business Cases by industry on Go2Kennewick.com.
 - Identify and advertise potential growth areas for service industry businesses where service area gaps exist. Project advertising ROI on trade publications (print and online), event sponsorship, etc.



General recruitment

- Prioritize retail and additional prospecting based on available inventory and competition in specific opportunity centers, estimated new jobs to be created, need of product/service to bring new money into economy or reduce leakage, and vision of each opportunity center and Kennewick brand identity.
- Promote TRIDEC incentive funding for the recruitment and retention of Kennewick businesses, as outlined in the annual partnership agreement.
- Manage and expand use of Customer Relationship Databases for all types of recruitment prospects.
- Trade show participation for recruitment at retail and target industry events.
- Maintain targeted list of retail businesses for recruitment.
- Consider services for growing baby boomer population as recruitment categories.

Streamline prospecting process

- Maintain database of department contacts, prospects, developers, brokers, real estate agents and business associates.
- Follow up with prospects monthly, quarterly, and semiannually dependent upon industry and property availability.
- Call and email prospects to solicit interest in expanding; provide specific opportunity center profile and available properties; and follow up with delivery (in-person or by mail) of unique promotional items to stay top-of-mind.



Goal 6: Tourism Promotion

Promote regional tourism and the Southridge Sports and Event Complex through increased regional and national marketing efforts, and in collaboration with other tourism entities.

Wayfinding signs

- Support TREC wayfinding recommendations to increase continuity between cities and counties.
- Create collaborative efforts with the Port of Kennewick for signage located in opportunity centers like the BBRR area and Vista Entertainment District.
- Assist in identifying costs and funding sources.



Promote regional tourism through increased regional and national marketing efforts in collaboration with other tourism entities.

- Target recruiting of tourism assets to BBRR and Southridge opportunity centers.
- Partner with the Port of Kennewick to market areas such as Columbia Gardens and Clover Island as recreation and tourism destinations.
- Continue tourism promotion through the Historic Downtown Kennewick Partnership – support increasing the number of downtown events and activities.
- Serve as staff liaison to Arts Commission, linking work plan to tourism initiatives.
- Strengthen the online presence of the City of Kennewick’s website, mobile app and social media; and link to other tourism sites throughout the region.



Conveyance

- Explore Columbia Park Conveyance with the US Army Corps of Engineers and legislative partners.