

Briefing for City Council Candidates

Department: Executive/Economic Development

Reports to: Chris Bothwell, Finance Director (temporary assignment)

Economic Development Manager: Jeanie Ashe

Number of Staff Members in Department: 1

2021-2022 Department Budget: \$422,356 = \$206,636 (2021) + \$215.720 (2022)]

What is economic development?

Broadly defined, economic development is a group of programs, activities, and policies that seek to improve the economic well-being and quality of life for a community. The City of Bothell's comprehensive plan states that: "Through the City's actions to partner with economic development interests, the citizens of Bothell will have greater employment opportunities, more diversity in the goods, services and entertainment provided by a robust economy and a higher level of public service.'

Primary responsibilities include:

- Real Estate Development: Proactively guide the disposition of Bothell's surplus properties including oversight of the broker contract and supporting the development of new mixed-use commercial properties in and around historic Main Street. In addition to surplus properties, responsibilities include the development of the newly-acquired four acres at Wayne Golf Course and supporting the redevelopment of Canyon Park.
- Business Retention and Expansion (BRE): Existing Bothell businesses are in the best position to create jobs and contribute to the tax base. And, when businesses feel appreciated, they are more likely to stay in town and contribute to the economy. To strengthen the connection between local businesses and the City, the Economic Development Manager conducts face-to-face meetings with existing Bothell businesses with the intent of removing barriers to growth, identifying companies that may be at risk, and supplying resources and services to ensure the business' viability.
- Community Economic Development Liaison: Outward-facing City representative working with a variety of local, state, and federal agencies for the purpose of partnering to achieve economic development goals. Stakeholders and partners include, but are not limited to, Bothell Kenmore Chamber of Commerce, Great Seattle Partners, Port of Seattle, Economic Alliance Snohomish county, and Washington State Department of Commerce. The Economic Development Manager also interacts with multiple business resource agencies, residents, and community groups.
- Economic Sustainability/Diversity: Research and create new programs and policies that generate additional revenue for the City.
- Biomedical Device Manufacturing Innovation Zone Administrator: Established in 2008, the Zone is a public-private partnership that exists to accelerate the industry through programs targeted at promoting new company formation, fostering industry interaction for best practices, and strengthening workforce development. As Administrator, the Economic Development Manager manages the relationship between the Zone and the Washington State Department of

Commerce, collaborates on strategies to recruit and grow the biomedical device industry, and works to maintain a positive business climate for the sector.

Ongoing initiatives:

- Marketing: Market and promote the City of Bothell as a viable place to do business.
- Recruitment: Attract business investment to the City.
- Policies and Programs: Provide support to the Executive Leadership Team in the implementation of programs and policies that are tangential to economic development.

Major 2021-2022 initiatives:

- COVID Relief and business resiliency
- Pop-Up Retail Incubator