

BUSINESS COMMUNITY
*I WANT A DIVERSE AND VIBRANT RANGE
OF BUSINESSES AND SERVICES IN REDMOND*

REQUEST FOR OFFERS

TEAM MEMBERS

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DASHBOARD INDICATORS

Indicator 1: Business Longevity - The number of active businesses in Redmond that have held a Redmond business license for seven years or more.

Measure Description: Measures the number of businesses in Redmond that have been in business 7 years or more

Importance: Measures Redmond's ability to attract and retain a vibrant business community; a diversity of established businesses creates local choices and opportunities

Indicator 2: Percent of Redmond residents either very satisfied or satisfied with the type and variety of employers, restaurants, retail shops and services in Redmond.

Measure Description: Surveyed response to satisfaction with the type and variety of employers, restaurants, retail shops, and services in Redmond

Importance: In identifying a vibrant and diverse business community as one of the City's priorities, Redmond's citizens indicated that convenient access to the types of services and business amenities was important.

INTRODUCTION/SUMMARY OF CAUSE & EFFECT MAP

Our Cause and Effect Map identifies four factors that are essential in addressing our priority of creating a diverse and vibrant range of businesses and services: 1) mix of businesses and activities; 2) image, identity and inclusiveness; 3) business attraction and retention; and 4) accessibility to businesses.

Factor 1: MIX OF BUSINESSES AND ACTIVITIES

A vibrant and diverse business community reflects the City's vision of a place where people can live work and play. Redmond businesses that offer a wide range of goods and services will help ensure that residents, the local workforce, tourists and consumers from the region will visit and remain in the City for all of their needs. A dynamic arts scene and a variety of entertainment will help make Redmond destination place.

Examples include unique specialty stores, major retailers, an array of restaurants, healthcare options, concerts, cultural events and a large variety of outdoor recreational opportunities.

To do this work, the City of Redmond should seek partnerships with the community, including other local public agencies, businesses, faith communities, non-profit organizations, residents and the workforce. Partnerships contribute to the well-being and vision of the City and are encouraged to be actively involved in Redmond's events and activities, such as Derby Days, community health and safety education, Redmond Lights, So Bazaar.

Factor 2: IMAGE, IDENTITY AND INCLUSIVENESS

Redmond offers a vibrant business community, showcasing the City's two urban centers and creating a positive business friendly environment by welcoming culturally diverse businesses, encouraging inclusiveness, public/private partnerships and activities that promote an innovative and skilled workforce. To achieve this, promotional efforts need to focus on marketing through various media and brochures, the message that "Redmond is home to many high-technology companies attracting entrepreneurs that value an emerging arts community, an active outdoor lifestyle and the city's cultural attributes".

Factor 3: BUSINESS ATTRACTION AND RETENTION

The City of Redmond exhibits a culture that attracts and retains businesses and services. To obtain this result, the City must take an active role in creating an atmosphere that provides efficient and effective processes with a welcoming environment. In keeping with the City values of commitment to accountability, integrity and service, we seek to continually enhance business and government relationships.

The City needs to continue improving its processes and procedures, through expeditious licensing and permitting. While enforcing regulations is a key City responsibility, the City also values its role as a "facilitator" not just a "regulator". This facilitating role includes establishing clear expectations, helping citizens navigate City processes, offering good customer service, collaborative problem solving and desirable outcomes.

This factor also supports offers that promote diverse and innovative businesses within the following business clusters:

- Aerospace-related advanced manufacturing;
- Avionics;
- Interactive media and the digital arts;
- Medical information technology and application-related software; and
- Retail, arts and culture.

Factor 4: ACCESSIBILITY TO BUSINESSES

People come to Redmond by driving, biking, walking or public transit. The streets, sidewalks, parking facilities, trails and pathways should be safe, easily accessible and well designed, as well as clearly identified for all users. This factor supports offers that improve access to Redmond businesses through programs, projects and services including:

- Efficiently managing parking;
- Balancing the demand and supply of parking through time limits, fees, parking demand management and strategically locating parking facilities;
- Leveraging the presence of large entertainment venues with transportation connections to Redmond businesses such as hotels, retail services and restaurants;
- Supporting access to businesses by travelers of all ages and abilities while encouraging walking, biking and use of public transit.

PURCHASING STRATEGIES

WE ARE LOOKING FOR OFFERS THAT:

Strategy 1: Promote Redmond as a positive place to do business and enhance relationships between businesses and the City.

Businesses look to locate in communities that are commerce-friendly. We favor offers that:

- Encourage business to give back to the community;
- Encourage partnerships between businesses, local government and the community;
- Promote relationships with the business community that support a safe and welcoming environment; and
- Solicit feedback from businesses to ensure continued satisfaction.

Strategy 2: Establish Redmond as a destination for consumers (local and regional residents, tourists, and employees of local businesses), resulting in opportunities that reinforce a positive community image and unique identity.

Redmond's population doubles during the work week. Recognizing this unique scenario, we favor offers that:

- Provide opportunities for employees and citizens in Redmond to stay in the city beyond the traditional work day; and
- Promote distinct commercial and cultural opportunities that foster interest and customer loyalty for residents, employees and visitors alike.

Strategy 3: The City must: 1) continue development of efficient processes that result in a clear, predictable, flexible and timely response to business-related development applications; and attract and retain businesses, particularly those within the City's identified business clusters.

Business owners, developers, and design professionals operate most effectively when they understand the entire review process and can rely on established timeframes. Clear expectations, without diminished quality, are what this purchasing strategy is to achieve.

Strategy 4: Integrate mobility, infrastructure and parking to create convenient, efficient and effective access to businesses.

As Redmond transitions to a more urban environment, our community has an opportunity to redefine its own unique character in a way that encourages spending within the community by visitors, residents and

investors. To do this, we are looking for projects, programs and services that support the efficient use of resources to provide connections to businesses. This can be done through accessible, secure and well maintained infrastructure, including streets, sidewalks, trails, public spaces, parking and public transit.

NOTES/PRACTICES/SUPPORTING EVIDENCE

1. Angelou Economics, *Draft Report: Redmond NextGen Action Plan*, 2009
2. City of Redmond, *Downtown Redmond Parking Study*, 2008
3. City of Redmond, “Draft Economic Development Strategic Plan”, under preparation, 2016
4. City of Redmond, *2015-2016 Biennial Budget*, 2015
5. City of Redmond, *Parking Strategies Project*, 2014
6. City of Redmond, *Redmond Comprehensive Plan*, 2011
7. City of Redmond, *Redmond Zoning Code*, 2011
8. TIP Strategies, *OneRedmond Business Plan*, 2012

BUSINESS COMMUNITY

I Want a Diverse and Vibrant Range of Businesses and Services in Redmond



MIX OF BUSINESSES & ACTIVITIES

- A vibrant and diverse business community reflects the City's vision
- Redmond businesses offer a wide range of goods and services
- A dynamic arts scene and a variety of entertainment
- Partnerships with the community

BUSINESS ATTRACTION & RETENTION

- Attract and retain businesses and services
- Provide efficient and effective processes consistent with City values
- Improving processes and procedures
- City values its role as a "facilitator" not just a "regulator"
- Promote business clusters:
 - Aerospace-related advanced manufacturing
 - Avionics
 - Interactive media and the digital arts
 - Medical information technology and application-related software
 - Retail, arts and culture



IMAGE, IDENTITY & INCLUSIVENESS

- Two urban centers
- A positive business friendly environment
- Welcome diverse businesses and inclusiveness
- Public/private partnerships promote an innovative and skilled workforce
- Home to many high-technology companies
- Value the arts, an active outdoor lifestyle and the city's cultural attributes



ACCESSIBILITY TO BUSINESSES

- Access should be safe, easily accessible and well designed
- Support business access through programs, projects and services
- Efficient parking management
- Connect entertainment venues to Redmond businesses
- Supporting access by travelers of all ages and abilities

