Burien Economic Development Action Plan

Burien City Council Presentation

January 29, 2024

ECO northwest

Today's Meeting

- Overview and Key Milestones Completed
- What We Heard: Engagement Summary
- Initial Evaluation
- What's Next

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Overview

What is the Economic Development Action Plan?

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What were the key elements of the 2014 plan?

The 2014 Economic Development Action plan rallied around a clear vision:

*Burien should be "**a vibrant and creative community, where residents embrace diversity, celebrate arts and culture, promote vitality, and treasure the environment**."*

Of the **28 actions** in the 2014 plan, Burien has made progress with…

18 Actions Completed

including…

- Adopt policies that support quality of life
- Evaluate City facility and service investments
- Create relationships at the state level and with other partners
- Develop a marketing and branding plan
- Evaluate parking in downtown
- Tuned up permitting process
- Help develop a program for international tourism
- Assist in finding funding for business development

6 Actions Ongoing

including…

- Improve broadband internet capacity and service levels
- Coordinate with local service providers on job matching, training, and education
- Work directly with education districts to improve the quality of education
- Support development of walkable, bikeable, and transit-oriented neighborhoods

4 Actions to be Addressed

or re-visited:

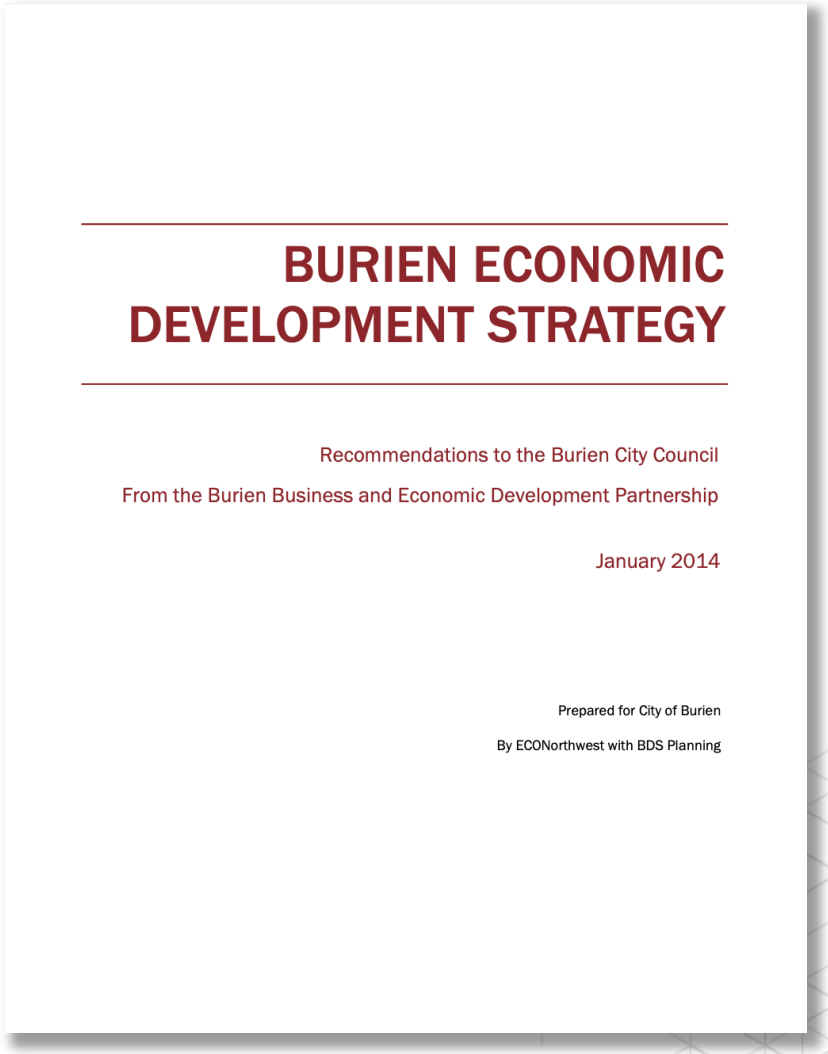
- Evaluate and help create (if appropriate) BID's
- Develop a detailed and consistent Capital Improvement Plan
- Develop sister-city relationships
- Provide cost-efficient infrastructure for investment

Why does Burien need to update the 2014 Plan?

Burien's economic development priorities have shifted since 2014.

The 2024 plan update should:

- Prioritize equitable outcomes, small business support, and entrepreneurship
- Account for post-pandemic locational flexibility
- Respond to critical regional trends and infrastructure investments
- Include actions that can be deployed citywide or applied at the district level


BURIEN ECONOMIC DEVELOPMENT STRATEGY

Recommendations to the Burien City Council

From the Burien Business and Economic Development Partnership

January 2014

Prepared for City of Burien

By ECONorthwest with BDS Planning

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Where does this plan fit with other work happening in Burien?

- This plan will serve as a **clear, action-oriented roadmap** for the City to implement alongside corridor, district-level, and citywide planning.
- Economic development is intertwined with **transportation, land use, parks and open space,** and more.
- **Equitable economic development strategies** will expand opportunities for communities facing higher barriers to economic prosperity

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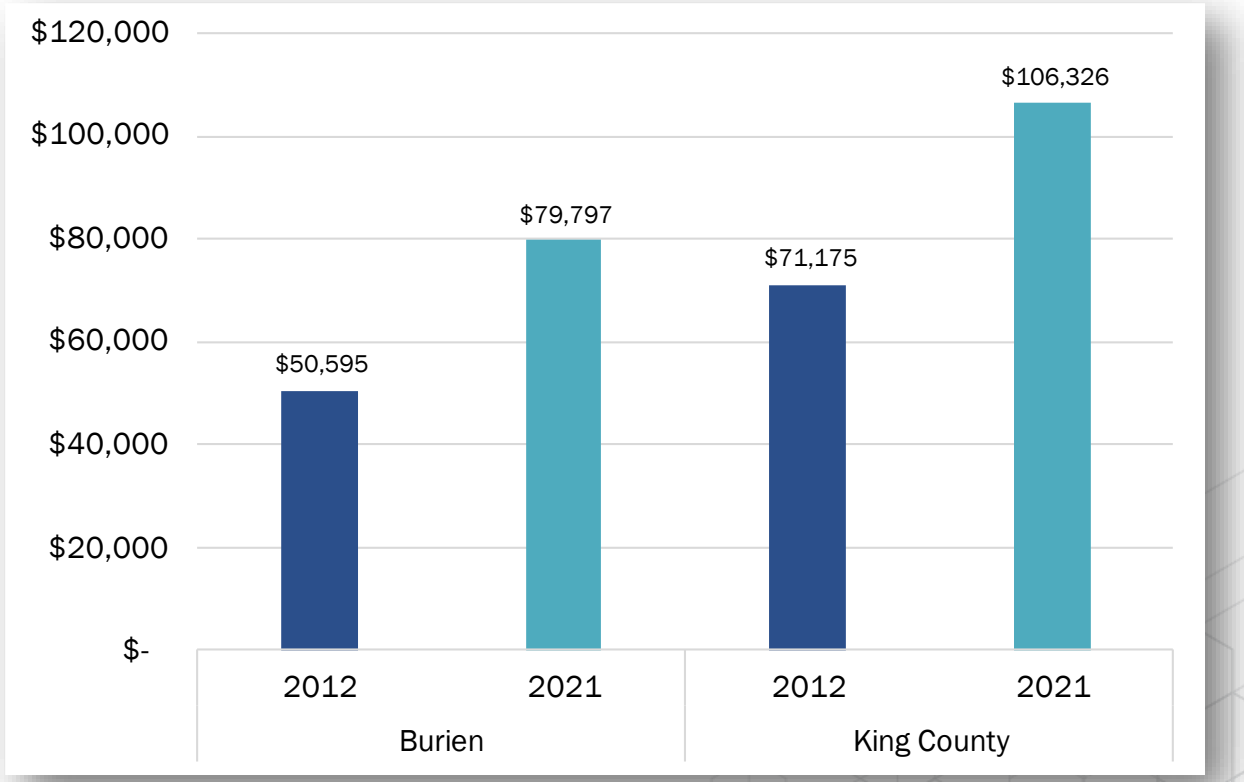
What emerging trends are impact Burien's community?

Key Trends for Burien's Community

- New regional and national trends (e.g. remote work) and demographic shifts are driving workforce development needs
- Burien's high school graduation rate is rebounding after the pandemic, but maintaining enrollment is still a challenge in the school district overall.
- Burien is an increasingly diverse community; language accessibility is critical
- Lower median household incomes and a higher share of cost burdened renters than King County

Median Household Income, Burien and King County, 2012 and 2021



Note: MHI has not been adjusted for inflation

Source: ACS 5-Year Estimates

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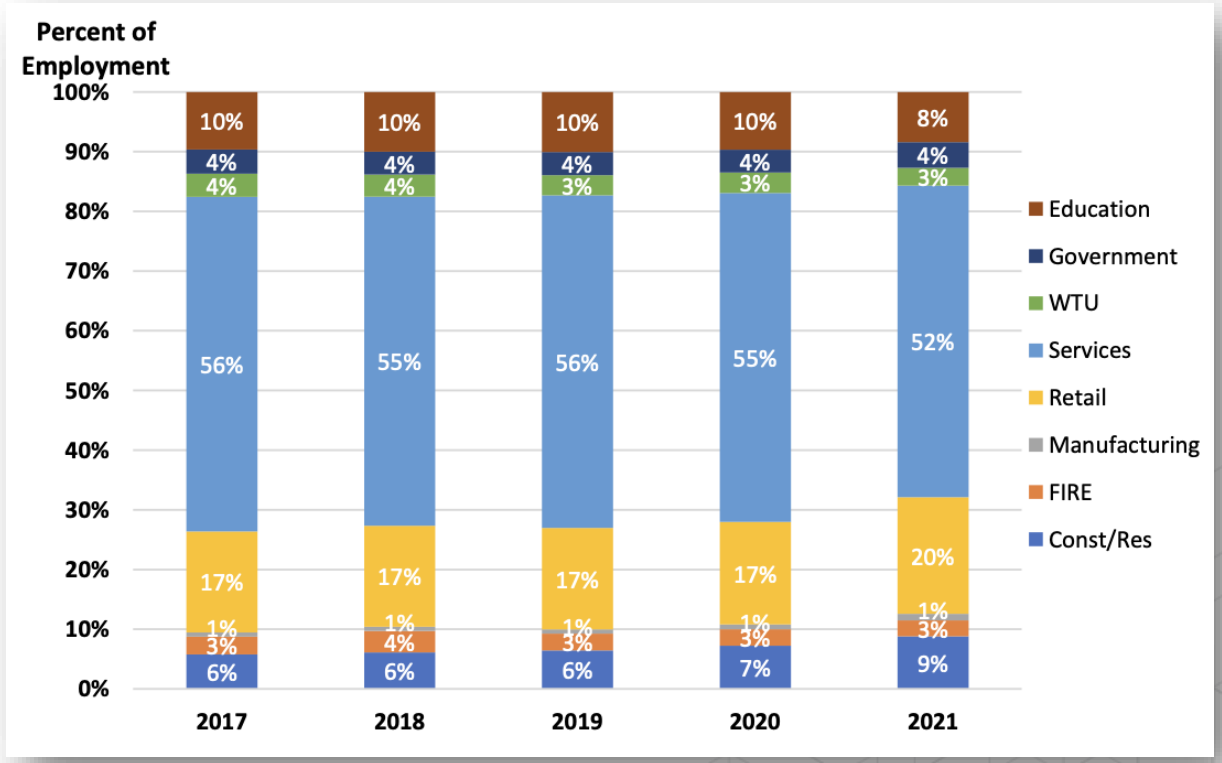
What emerging trends impact economic development in Burien?

Key Trends for Burien's Economy

- Retail and services remain key industries
- Existing service providers are already helping small, local firms and entrepreneurs and need more support
- There is some potential for commercial displacement and turnover in the city.
- Retail rent increases demonstrate rising prices for brick-and-mortar storefronts.
- Retail vacancy rate decreases can indicate a tightening supply of retail square footage.

Burien Share of Covered Employment by Sector, 2017-2021



Source: Heartland 2023; ACS 2021

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What We Heard

Community Priorities

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Our Engagement Approach

Target conversations and avoid community burnout by understanding the implications of other planning efforts.

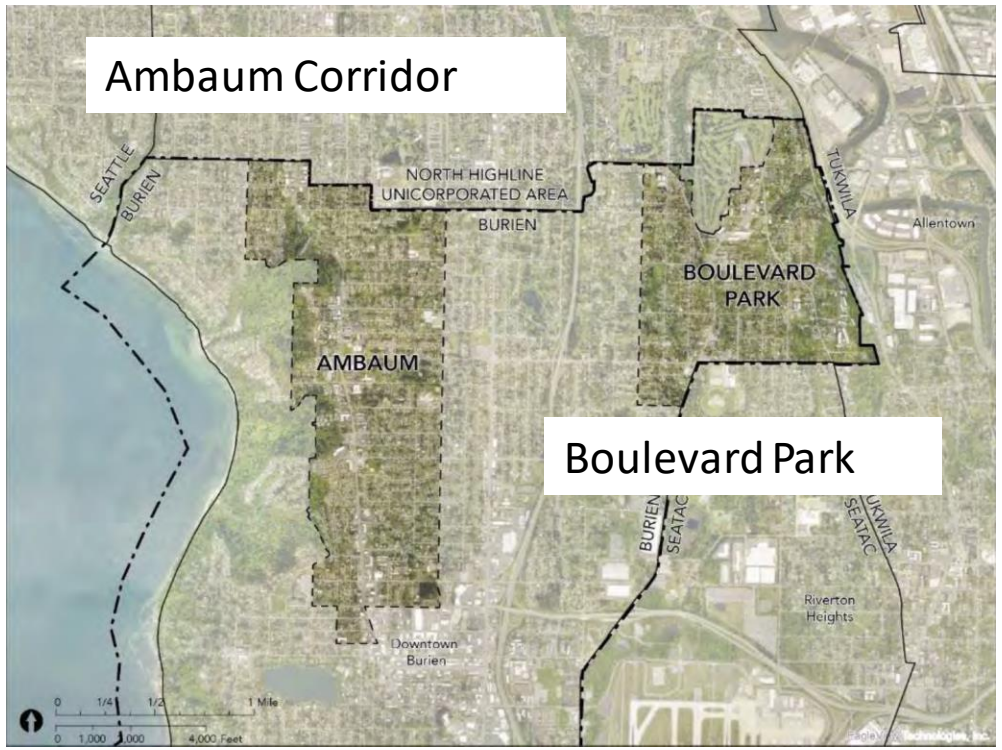
Coordinate with Shape Your City to clarify connection with concurrent projects and create dialogue about how those projects connect.

Implement equitable engagement best practices including compensation for participants, language inclusion, and meeting people where they are.

What do other plans mean for economic development?

Plans Reviewed

- 2014 Burien Economic Development Action Plan
- 2016 Downtown Mobility Study
- 2019 Burien Economic Development Partnership Industry Targets & Supporting Strategies
- 2020 Burien Urban Center Plan
- 2022 Burien Business Survey
- 2022 Burien Community Survey
- 2023 Ambaum and Boulevard Park Community Plan



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Engagement Summary

- Existing Conditions Analysis
  - Review of progress since 2014
  - Demographic & economic analysis
  - Identifying key trends / initial priorities
- Community Engagement
  - 12 Stakeholder Interviews
  - 4 Focus Sessions (arts and culture, small businesses (2), workforce development)
  - 3 Burien Economic Development Partnership Meetings
  - 1 In-Person Open House (+ Online Survey)
  - Business Owner Outreach

Small Business Owners / Community Member interviews Arts Commission Member
Burien Actors Theater
Burien Economic Development Partnership Members
Competent Assistance for Nonprofits (CANDO)
Discover Burien
Empresarios Unidos
Growing Contigo
Highline College
Highline Heritage Museum
Highline Schools
Kennedy High School
Khmer Community of South King County
Latino Civic Alliance
Northwest Symphony Orchestra
Para Los Niños
Port of Seattle
Puget Sound Skills Center
Seattle Southside Regional Tourism Authority

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December Open House

- ~75 Attendees
- Economic Development activity prompt:

  Prioritize potential actions for supporting the community's workforce, attracting visitors, and assisting small business

  (With option for community members to add sticky notes and additional actions

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Engagement Themes: Key Challenges

Arts and Tourism

- Lack of funding and donations for arts and tourism
- Lack of physical space for the arts
- Negative views about crime, safety, and government
- Need for a cohesive and strategic visitor attraction campaign
- No existing hotel to generate lodging tax funds

Community Workforce

- Barriers exist that limit youth participation in internships, apprenticeships, and other training/work opportunities
- Youth households that are multi-lingual have difficulty navigating applications
- Need for employers to be more inclusive, and "employee ready" for a younger, more diverse workforce
- Lack of living wage jobs, affordable childcare, and transportation

Small Business

- Difficulty accessing loans, technical support
- Lack of affordable and available retail spaces for rent
- Language barriers to access information and resources to start/maintain a business
- Lack of capacity and social media/promotion expertise for business owners

Engagement Themes: Opportunities

Arts and Tourism

- Explore the feasibility of creating a performing arts or events center in Downtown
- Continue efforts to attract a hotel to Burien
- Strategize with partners on a cohesive visitor attraction strategy
- Leverage proximity to the airport and explore shuttle connections for travelers
- Seek opportunities to develop attractions and amenities

Community Workforce

- Support development of paid internship and apprenticeship programs
- Build partnerships between employers, schools, and workforce agencies to align training with hiring needs
- Support career coaching and job placement assistance, particularly for low-income residents and youth
- Support existing programs and state initiatives for childcare

Small Business

- Collaborate with businesses to amplify marketing efforts
- Consider new investments in safety and redevelopment opportunities (like low-cost retail space) in underserved commercial areas
- Desire for a centralized resources (e.g. start-up process support, assistance with permits, understanding legal processes, help identifying/applying for capital)

Initial Evaluation

Preliminary Ideas and Framework

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Framework for Evaluation

Community Support

Based on feedback from open house, focus groups, interview feedback, engagement conducted as part of previous plans

Impact and Equity

- Who feels the impact?
- Who benefits or is burdened?
- What is the level of impact?
- City return on investment

(e.g., sales tax, business and occupancy tax, transient lodging tax)

City Resources

- Level of investment required
- Opportunities to leverage other funding sources (e.g. state programs, federal grants)
- Administrative burden/staffing required

Discussion

- What factors should be the most important for prioritizing actions in the plan?
- Is there anything missing from the evaluation framework?
- Are there specific next steps that you see for these big actions?

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What's Next

- Developing draft Economic Development Plan with implementation considerations for each action:
  - What is the next step for the City?
  - What is the City's role? (Lead or partner?)
  - What is the relationship with previous plans and concurrent projects?
- February 23: Final BEDP Meeting Engagement Opportunity
- March 18: Final City Council Meeting to review draft plan

Preliminary Actions for Evaluation

Arts and Tourism

- Develop a Hotel, and an Arts Center in Burien
- Invest in Burien's Tourism Marketing, Branding, and Character
- Expand Family-Friendly Amenities in Commercial Areas
- Support the Creative District and Discover Burien
- Support Arts Organizations in Securing Commercial Space and Partnerships
- Increase Transportation to/from Airport to Bring in Visitors
- Invest in and Promote Festivals, Events, Food, and Businesses Centered Around the Latino Culture

Community Workforce

- Work with the State on Affordable and Accessible Childcare
- Support Paid Internship and Training Opportunities for Youth
- Explore Generational Wealth Building Opportunities (e.g. credit building programs, homeownership, community investment trusts)
- Enhance Transit Near Employment
- Attract New Businesses to Diversify Employer Types and Enable Access to Economic Security
- Support and Amplify Existing Local and Regional Workforce Programs
- Encourage Workforce Program Incentives
- Support Higher Education Financial Aid and Support
- Expand Diverse Teacher Workforce
- Increase the Minimum Wage

Small Business Assistance

- Coordinate with Existing Service Providers on Culturally-Specific Business Services
- Fix Broken Infrastructure and Enforce Private Property Upkeep Standards to Close the Revenue Gap in Underserved Commercial Areas
- Support Creation of Low-Cost / Shared Retail Space
- Explore Programs to Help Businesses Buy their Buildings to Prevent Displacement and Reduction of Cultural Services and Products to the Community
- Invest in Spanish-Language Workshops and Materials
- Launch a Business Association to Support Coordination and District-Level Branding
- Promote Mixed-Use Development and Neighborhood-Scale Business Opportunities