

BUSINESS COMMUNITY

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

REQUEST FOR OFFERS

TEAM MEMBERS

Team Lead: Erika Vandenbrande, Planning

Team Member: Brian Coats, Police

Team Member: David Hurnblad, Fire

Team Member: Jim Roberts, Planning

Team Member: Sherry Schneider, Public Works

Team Member: Chris Hoffmann, Citizen

NOTE: The team also received input from Ralph Kliem who served temporarily as the citizen representative.

PRIORITY

I want a diverse and vibrant range of businesses and services in Redmond.

RESULTS INDICATORS

Indicator 1: The number and percentage of businesses by category: retail, restaurants, tourism, services, high tech, and manufacturing.

This measurement reflects business diversity by providing both the breadth of types of businesses and their relative percentage.

Indicator 2: The number of citizens and employees of businesses within the City of Redmond satisfied with the range of businesses and services available in Redmond.

Data gathered by a survey will reflect the degree of citizen and business employee satisfaction with the diversity of Redmond's businesses. This will show to what degree residents and businesses can find goods and services within the City of Redmond.

Indicator 3: The number of businesses that have held a Redmond business license over seven years.

Measures Redmond's ability to attract and maintain successful businesses through economic cycles.

INTRODUCTION/SUMMARY OF CAUSE & EFFECT MAP

Our Cause and Effect Map identifies four factors that are important in addressing our priority of creating a diverse and vibrant range of businesses: 1) Mix of Businesses and Activities; 2) Image and Identity; 3) Business Attraction and Retention; and 4) Accessibility for Businesses and Consumers.

Factor 1: MIX OF BUSINESSES & ACTIVITIES

A vibrant business community necessitates a balance of daytime and evening activities, as well as an emphasis on cultural arts. Redmond businesses that offer a wide range of goods and services will help make the City a destination for “one stop shopping.” The presence of anchor and unique specialty stores will help achieve this objective by enticing local residents, tourists, and consumers from the region to visit and shop in Redmond. The objective is not to copy what other comparable cities have done, but to offer a variety of businesses and activities that make Redmond a destination while fostering its unique identity. A lively arts scene encompassing Redmond’s image will help make the City a destination place and keep employees in town when their work day ends. Examples include a technology museum, art gallery, and nighttime entertainment.

Businesses and activities in Redmond should be integrated with the community, which includes other businesses, residents and employees who work in the City. Existing and new businesses 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 and Redmond Lights.

Factor 2: IMAGE & IDENTITY

The image and community identity that a city presents to both its residents and the broader community contributes to its ability to attract and retain a diverse set of businesses that in turn help create a vibrant business community. The City of Redmond can facilitate creating a positive, pro-business reputation by supporting partnerships and activities that demonstrate collaboration between the City and businesses; activities that promote a talented and skilled workforce; efforts that leverage Redmond as a city that is home to many high-tech companies; development of iconic places that reinforce community identity and draw customers to Redmond businesses; and fostering programs that reinforce an entrepreneurial community character.

Factor 3: BUSINESS ATTRACTION & RETENTION

A focus of the City of Redmond is to exhibit and promote a healthy environment that attracts and retains businesses and services. To obtain this result Redmond must take an active role in creating an atmosphere that provides efficient processes, proactive support, and a welcoming environment. Being business friendly, making it easy to for businesses to get assistance, having positive business/governmental relationships, and acknowledgement of business successes in the community are all a part of a welcoming attitude.

To facilitate efficient processes there must be expeditious and predictable licensing and permitting, as well as timely administrative reviews and approvals, and a single point of contact for services (project ombudsman). The co-location of staff affords an opportunity to provide “one stop shop” service.

An accepting, proactive, and “can do” attitude for customer service delivers a powerful message to the development and business community. The attitude of a “guide” versus a “regulator” is the key to collaborative problem solving resulting in timely and predictable outcomes.

This factor focuses on the promotion of incubator space and targeted business cluster development in areas, such as aerospace, software/ information technology, homeland security, renewable energy, biometrics, communications services, tourism, retail, as well as research and development.

Factor 4: ACCESSIBILITY FOR BUSINESSES & CONSUMERS

It is critical that the infrastructure provides clear access for consumers, residents, business workers and freight providers. Water, sewer, and broadband systems along with sidewalks and roadways all need to be designed, built, and maintained to support businesses and consumers.

People come to Redmond by driving, biking, walking, or transit. The streets and streetscapes should be attractive and inviting; our many trails and pathways should be pedestrian friendly. Addressing traffic congestion during normal operating hours and in times of capital construction should be viewed as extremely important in supporting business sustainability. Balancing parking demands between the public and private sectors necessitate the provision for employee parking, customer parking, and parking enforcement including a permit system. Having 24 hours a day, seven days a week proactive versus reactive police protection assures a secure environment.

The City should continue to be supportive in assisting new or expanding businesses in locating good options for retail and office space with a quick and predictable process. Encouraging public and private amenities proximate to businesses ensures the growth of area customer base.

Our goal is to encourage people to stop, shop, work and play in Redmond by making it a pleasant, desirable, and easily accessible destination.

PURCHASING STRATEGIES

WE ARE LOOKING FOR OFFERS THAT:

Strategy 1: Provide efficient processes that result in a clear, predictable, flexible, and timely response to business-related applications.

Business owners, developers, and design professionals operate most effectively when they understand the rules by which their business/project will be reviewed; understand the review process; and can rely on established timeframes to realize predictable results. Reduced review timeframes and clear expectations, without diminished quality, are what this purchasing strategy is intended to achieve.

Strategy 2: 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: enhance relationships and encourage partnerships between businesses, local government, and the community through proactive economic development activities; provide business supportive resources and programs; promote interactions with the business community that support a safe environment; and recognize business contributions to the community.

Strategy 3: 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 weekday population exceeds its residential total. Recognizing this unique scenario, we favor offers that keep these employees and citizens in Redmond beyond the traditional work day. Redmond should promote distinct commercial and cultural opportunities that foster interest and customer loyalty for residents, employees, and visitors alike.

Strategy 4: Create accessibility to businesses and activities through inviting, attractive, and safe streetscapes.

As Redmond transitions to a more urban environment, our community has an opportunity to redefine its own unique character. Streetscapes that are invitingly connected and secure (including plantings, art, building façade treatments, street furniture, etc.) will establish a sense of place, drawing people to socialize, walk, shop, and enjoy a “Redmond” experience.

Strategy 5: Create easy, efficient and effective access to businesses that integrate mobility, infrastructure, and parking.

Careful, long range planning provides centralized and site specific solutions; ties mobility, infrastructure and parking amenities together; and helps increase overall business accessibility. Projects and programs that speak to efficient use of parking and other shared mobility resources will be favored.

CIP Purchasing Strategies

Strategy 6: Accomplish the vision for our urban centers.

We favor offers that fund needed facilities, services and improvements within Downtown and Overlake. In particular, we favor offers that deliver improvements identified in the Comprehensive Plan for these locations.

Strategy 7: Achieve high value for the dollars invested.

We favor offers that demonstrate efficiency in cost, timing and approach, as well as leverage actions and resources by others.

Strategy 8: Contribute to meeting the City’s level of service standards.

We favor offers that meet growth-related needs, as well as those offers that keep existing facilities and equipment reliable and safe.

Strategy 9: Carry out the Comprehensive Plan, including adopted functional plans.

We favor offers that support Redmond’s vision and land use plan with special regard to specific projects and priorities identified in the Comprehensive Plan.

NOTES/PRACTICES/SUPPORTING EVIDENCE

1. 2009-2010 Budget Requests for Offers
2. City of Redmond Economic Development Strategy
3. Interview with Chris Hoffmann, Executive Director, Greater Redmond Chamber of Commerce
4. Enterprise Seattle Workplan, <http://www.enterpriseseattle.org>
5. Prosperity Partnership Strategy, Foundation Initiatives; Cluster Initiatives, and Competativeness Indicators, <http://www.prosperitypartnership.org>
6. State of Washington, Department of Commerce website, <http://www.commerce.wa.gov>
7. City of Kirkland, www.ci.kirkland.wa.us/Business.htm
8. City of Seattle, <http://seattle.gov/html/business/default.htm>.
9. City of Bellevue, http://www.ci.bellevue.wa.us/economic_development.htm