



KITSAP ECONOMIC
DEVELOPMENT ALLIANCE

ANNUAL PLAN 2022 OVERVIEW



KEDA'S WORK CATEGORIES



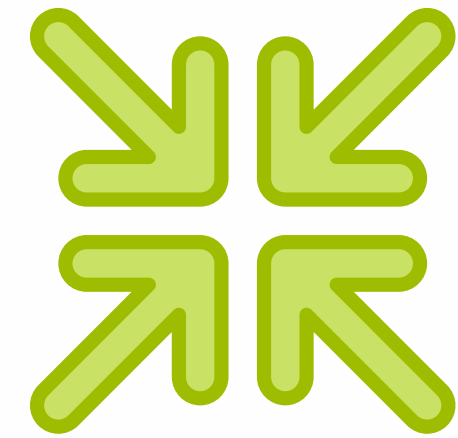
**I. Business Retention,
Expansion & Recovery**



**II. Organizational &
Resource Development**



**III. Communications,
Outreach & Marketing**



**IV. Focus
Areas**



I. BUSINESS RETENTION, EXPANSION & RECOVERY

The Core of KEDA

Achieve Key Performance Indicators (BRER 01)

- 75 Business Retention
- 24 Recruitment Interactions
- 12 Startup Assistance
- 2 Export Assistance
- 12 Trainings

Execute Procurement & Technical Assistance Center (PTAC) Plan (BRER 02)

- 60 New Clients
- 225 Counseling Hours
- 30 Events



I. BUSINESS RETENTION, EXPANSION & RECOVERY

Monitor & Engage on Economic Issues

Growth in Kitsap (BRER 03)

- Growth in Kitsap
- Workforce
- Cost of Living
- Housing Capacity
- Industrial Land & Building Capacity

Resume Site Visits (BRER 04)

Unforeseen Small Business Programs

(BRER 05)



I. BUSINESS RETENTION, EXPANSION & RECOVERY

Engage the Creative Economy/ Community (BRER 06)

- Define this sector
- Understand Contributions to Kitsap
- Identify How KEDA can be Helpful
- Potential Work Group
- Creative Academy – New State Program!



II. ORGANIZATIONAL & RESOURCE DEVELOPMENT

Growing KEDA & Community Capacity

Staff Transition (ORD 01)

Retirement of Key Staff

Board Matters and Engagement (ORD 02)

Roundtables, Business Briefings, New Officers, Executive Committee Expansions

CRM Installation & Implementation (ORD 03)

Initial Upload/Data Entry, Report Customization, Training & Onboarding



II. ORGANIZATIONAL & RESOURCE DEVELOPMENT

Growing KEDA and Community Capacity (Continued)

Evaluate Potential Contractors (ORD 04)

ex: IT Provider, Virtual Admin

Revenue (ORD 05)

2022: Market Study (Capital Campaign in 2023?)

Internal Enhancements (ORD 06)

ex: IT policy, Accounting, Handbook



III. MARKETING, COMMUNICATIONS AND OUTREACH

Gathering Kitsap.
Amplifying Our
Message



Marketing Plan

(COM 01)

Exs: New Contractor (Social Media)

KPIs to Marketing Communications

- New tools via CRM

#Shop.Eat.Spend.Kitsap

(COM 02)

- Small Business Social Media Marketing Campaign
- \$7000 Fundraise Remaining

III. MARKETING, COMMUNICATIONS & OUTREACH

Events (COM-03)

Digital, In Person, and New Investor Only

Community Engagement (COM 04)

Build, Maintain and Grow Partnerships

Recruitment Support (COM 05)

Update One Pager, Site Selector Tools

Publications (COM 06)

Top Employers, Economic Profile Update



A screenshot of the Kitsap Economic Development Alliance website. The top navigation bar includes contact information (INFO@KITSAPEDA.ORG | 360-377-9499 | HOME CONTACT) and menu items (KEY INDUSTRIES, DOING BUSINESS, PROPERTIES, WORKFORCE, GOVERNMENT CONTRACTING, LIFESTYLE, ABOUT). The main content area features a large banner with the text "NEW DATA RELEASE!" in green, followed by "Kitsap County Economic Profile 2020 Update - Click here for analysis" in white. On the left side of the banner is a graphic of a map of Washington state with Kitsap County highlighted in yellow, and the text "KITSAP COUNTY ECONOMIC PROFILE" and the Western Washington University logo. Below the banner, the text reads "KITSAP - INCLUSIVE, THRIVING AND INNOVATIVE" and "Kitsap offers exceptional quality of life plus all the benefits of the Seattle region without the gridlock and high prices. This is the place - economic vitality for all. In one spectacular place." At the bottom, there is a paragraph of text starting with "Just west of Seattle, where the economic boom shows no sign of abating..." and ending with "Click here".

IV. FOCUS AREA 1: DIVERSITY, EQUITY & INCLUSION

Continue DEI with NEXT Grow DEI in Identified Work Areas

- Leadership / Staff Makeup
- Client Base
- Policies/Procedures

Keys to Success

- Stakeholder Dialogue, Buy In
- Resulting in: Shared DEI Vision at KEDA
- Resulting in: Action Plan,
- Lasting KEDA DEI Framework



KITSAP ECONOMIC DEVELOPMENT ALLIANCE
INVITES YOUR PARTICIPATION

DIVERSITY, EQUITY, & INCLUSION

— Work Session —

MARCH 1 | 9-10AM



facilitated by:

Grant Twyman & Rachel Askew, DEI Consultants,
NEXT Organizational Culture

kitsapeda.me/DEI

IV. FOCUS AREA 1: ENTREPRENEURSHIP & INNOVATION

Washington Autonomous Vehicle Cluster Grant (WAV-C) (E&I 01)

- Part of WaCom's Future Facing Innovation Cluster Accelerator (ICAP)
- \$500,000 Grant, Two Years, \$50,000 in Admin Income
- Priority: Hire Two Positions: (*Cluster Program Manager, Business Development and Growth Lead*)

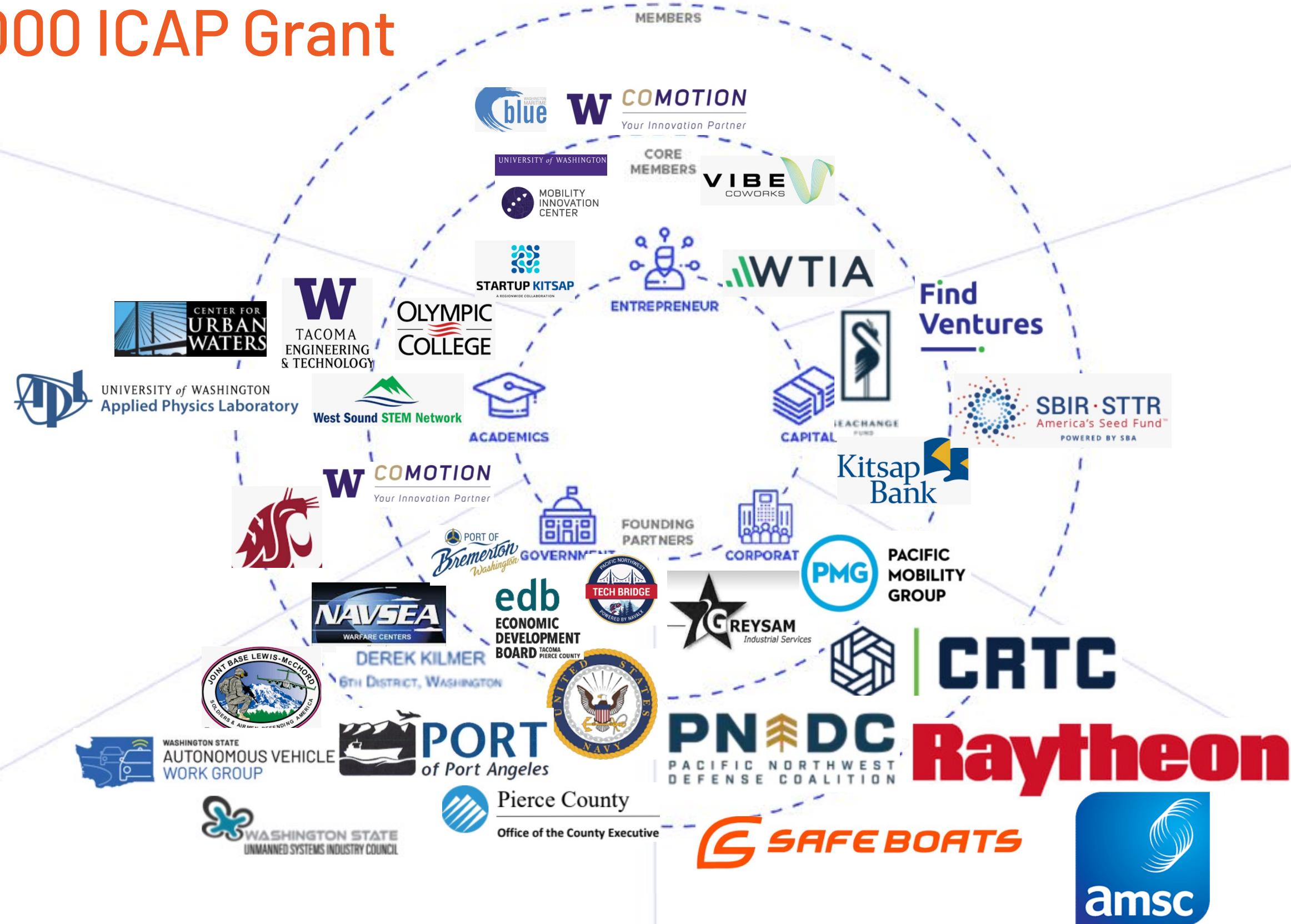
Continue E&I Work Group (E&I 02)

- Identify Resources for Kitsap
- Communicate around opportunities
- Contribute Content for GEM
- Lightly Support WAV-C



IV. FOCUS AREA 1: ENTREPRENEURSHIP & INNOVATION

\$500,000 ICAP Grant



IN CLOSING: BIG THINGS AT KEDA

- Continuing Excellence in Program 1: PTAC
- Staff, Officers and Board Change
- Launching Excellence in Program 2: WAV-C
- CRM Install
- Revenue Study
- Partnerships to Build, Grow, Improve



In closing

**Change is inevitable.
Growth is optional.**

– John C. Maxwell

Source: Hubspot

ONE KITSAP

What we do is about Kitsap.
Kitsap, together is more
important than ever.

Founding Investors:



Washington State
Department of
Commerce



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