

2025-26

Economic Development Implementation Plan



Community Planning and Development
City of Mercer Island



City of Mercer Island
Department of Community Development and Planning
Adoption Date, 2024

Table of Contents

Economic Development Element Implementation.....	1
Project and Program List.....	1
Implementation Progress Report.....	2
Implementation Timeline	2
Table 1. Six-Year EDE Implementation Timeline 2025-2030.....	3
Implementation Actions by Biennia.....	4
2025-2026 Biennium.....	4
Table 2. Economic Development Element Implementation Project List 2025-2026 Biennium.....	4
2027-2028 and 2029-2030 Biennia	5
Table 3. Economic Development Element Implementation Project List 2027-2028 Biennium.....	5
Table 4. Economic Development Element Implementation Project List 2029-2030 Biennium.....	6
2031-2044 Implementation Actions	6
Table 5. 2031-2044 Economic Development Element Implementation Project List.....	6
2025-2026 Economic Development Element Implementation Action Descriptions	7
Project ED-1 Dedicated Economic Development Staff Position	7
Project ED-2 Distribute Business Newsletter.....	7
Project ED-3 Annual Business Owners’ Forum	8
Project ED-4 Economic Development Annual Docket Recommendation.....	8
Project ED-5 Periodic Business Roundtable.....	9
Project ED-6 Biennial Economic Development Element Implementation Tracking	9
Project ED-7 Update Economic Development Element Implementation Plan	10
Project ED-8 Establish local business liaison position on City Council.....	10
Project ED-9 Develop Small Business Pre-Application Process.....	11
Project ED-10 Commercial Development Code Audit	11
Project ED-11 Analyze feasibility of establishing a Parking and Business Improvement Area (PBIA) or Local Improvement District (LID)	12
Project ED-12 Outdoor Dining and Temporary Uses Regulations	12
Project ED-13 Develop A Guide To Doing Business On Mercer Island	13

1 Economic Development Element Implementation

2 The implementation policies in the Economic Development Element establish a process by which the City
3 Council will add projects from the element to departmental work plans. This process requires an
4 implementation progress report, project list, and implementation timeline be presented to the City
5 Council each biennium as the budget is adopted. Each budget cycle, the City Council approves a resolution
6 setting the project list, adding projects to departmental work plans, and appropriating funds to achieve
7 the goals of the Economic Development Element.

8
9 The policies in the Economic Development Element describe the projects and programs the City will
10 undertake to realize its goals for economic development. The City Council has discretion as to when those
11 projects are added to departmental work plans. This document summarizes which projects and programs
12 will be undertaken in the upcoming biennium.

13 **Project and Program List**

14 The Economic Development Element policies establish direction to undertake certain projects and
15 programs the City will undertake to grow its economy. Implementation of those policies requires direction
16 from the City Council to budget for and add those projects and programs to departmental work plans.
17 The following list outlines the projects and programs with their associated policy numbers from the
18 Economic Development Element:
19

- 20
- 21 • Establish a local business liaison position on the City Council (Policy 1.2)
- 22 • Dedicate one staff position to coordinating the implementation of the Economic Development
23 Element (Policy 1.3)
- 24 • Analyze commercial development capacity (Policy 1.5)
- 25 • Develop a citywide retail strategic plan (Policy 1.6)
- 26 • Analyze the feasibility of establishing a Parking Benefit and Improvement Area (PBIA) or Local
27 Improvement District (LID) (Policy 1.7)
- 28 • Partner with nongovernmental organizations and other economic development agencies to
29 market Mercer Island as an ideal place to do business (Policy 2.1)
- 30 • Develop a guide to doing business on Mercer Island to help entrepreneurs (Policy 2.4)
- 31 • Conduct a food truck pilot program (Policy 2.5)
- 32 • Convene an annual business owners' forum (Policy 3.1)
- 33 • Facilitate periodic business roundtables (Policy 3.2)
- 34 • Distribute a periodical business newsletter (Policy 3.3)
- 35 • Partner with community organizations to undertake a "Shop Mercer Island" marketing campaign
36 (Policy 3.4)
- 37 • Establish partnerships to connect workers with jobs on Mercer Island (Policies 5.1 and 5.2)
- 38 • Audit the commercial development code (Policy 7.1)
- 39 • Evaluate City fees (Policy 7.2)
- 40 • Jointly developed annual docket recommendation from the dedicated economic development
41 staff and Council local business liaison (Policy 7.3)
- 42 • Update home business regulations (Policy 7.4)
- 43 • Establish a small business preapplication process (Policy 7.5)
- 44 • Convene an ad hoc committee to review building and development code provisions related to
45 adaptive reuse of commercial spaces (Policy 7.6)
- 46 • Develop a program to activate Town Center (Policy 9.2)

- 1 • Review street standards including the streetscape manual in Town Center (Policy 10.4)
- 2 • Establish regulations for outdoor dining and temporary uses (Policy 11.1)
- 3 • Prepare a biennial report tracking implementation of the Economic Development Element (Policy
- 4 13.5)
- 5 • Establish an implementation timeline for this element each budget cycle (Policy 13.6)

6 Implementation Progress Report

7 This is the first Economic Development Element implementation plan and progress report. As such, the
8 City has yet to initiate any projects or programs to implement the element. The project list and
9 implementation timeline that follows will be the first actions taken in pursuit of the goals of the Economic
10 Development Element. This section will include an update of implementation progress when prepared
11 for future budget cycles.

12 Implementation Timeline

13 The implementation timeline includes the estimated duration of each project spelled out in the goals and
14 policies. Projects resulting from policies with specific deadlines are projected to end by the end of the
15 year in which the policy establishes a deadline. Please note that under state law, the City will likely be
16 required to complete a periodic review and update of the Comprehensive Plan, including the Economic
17 Development Element, by 2034. Implementation tasks and timelines are expected to be updated during
18 the next periodic review.
19

Table 1. Six-Year EDE Implementation Timeline 2025-2030.

Implementation Action		Source Policy	'25-'26 Biennium								'27-'28 Biennium								'29-'30 Biennium								2031-44
			2025				2026				2027				2028				2029				2030				
Ongoing Implementation Actions	Economic Development staff position	1.3	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Distribute business newsletter	3.3	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Establish local business liaison position on City Council	1.2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Annual Business Owners' Forum	3.1	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Economic development annual docket recommendation	7.3	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Periodic Business Roundtables	3.2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Biennial implementation tracking report	13.5	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Update implementation plan	13.6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
	Term Limited Implementation Actions	Commercial development code audit	7.1	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Small business pre-application process		7.5	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Analyze feasibility of establishing a Parking and Business Improvement Area (PBIA) or Local Improvement District (LID)		1.7	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Outdoor dining and temporary uses regulations		11.1	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Home Business development code review		7.4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
"Shop Mercer Island" marketing campaign		3.4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Evaluate City Fees		7.2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Food truck pilot program		2.5	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Citywide retail strategy		1.6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Work with partners to develop a guide to doing business on Mercer Island		2.3	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Establish partnerships to connect workers with jobs on Mercer Island		5.1 & 5.2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Commercial development capacity analysis		1.5	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Review Town Center street standards and Streetscape Manual		10.4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Work with partners to facilitate a mentorship program		2.4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Adaptive Reuse Ad Hoc committee		7.6	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Town Center activation program		9.2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Market Mercer Island as a prime location for doing business	2.1	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		

Implementation Actions by Biennia

2025-2026 Biennium

The Economic Development Element implementation project list in Table 1 summarizes the projects and programs that the City will carry out in the upcoming 2025-2026 biennium. Each project or program includes a budget estimate, a projected start, and a projected completion. The projected start and end are listed as a quarter of the year to account for the variability of exact start times. The City Council can add or remove projects listed in Table 2 if a project should be deferred to a later budget cycle.

Table 2. Economic Development Element Implementation Project List 2025-2026 Biennium.

ID #	Project/Program	Source Policy Number	Start Date	End Date	Estimated Budget
ED-1	Dedicated Economic Development staff position	1.3	Ongoing	Ongoing	\$140,000
ED-2	Distribute business newsletter	3.3	Ongoing	Ongoing	N/A ¹
ED-3	Annual Business Owners' Forum	3.1	Q2 Annually	Ongoing	N/A ¹
ED-4	Economic development annual docket recommendation	7.3	Q3 Annually	Ongoing	N/A ¹
ED-5	Periodic Business Roundtables	3.2	Q4 Biennially	Ongoing	N/A ¹
ED-6	Report tracking implementation of the Economic Development Element.	13.5	Q2 Biennially	Ongoing	N/A ¹
ED-7	Update Economic Development Element implementation plan	13.6	Q3 Biennially	Ongoing	N/A ¹
ED-8	Establish local business liaison position on City Council	1.2	Q1 Annually	Ongoing	N/A ¹
ED-9	Develop Small business pre-application process	7.5	Q1 2025	Q2 2025	N/A ¹
ED-10	Commercial Development Code Audit	7.1	Q1 2025	Q4 2026	\$100,000
ED-11	Analyze feasibility of establishing a Parking and Business Improvement Area (PBIA) or Local Improvement District (LID)	1.7	Q4 2025	Q1 2026	N/A ¹
ED-12	Establish outdoor dining and temporary uses regulations	11.1	Q2 2026	Q3 2026	N/A ¹
ED-13	Home Business Development Code Review	7.4	Q3 2026	Q4 2026	N/A ¹
ED-14	"Shop Mercer Island" Marketing Campaign	3.4	Q1 2026	Q4 2026	\$50,000
ED-15	Evaluate City Fees	7.2	Q1 2026	Q4 2026	\$40,000
ED-16	Food Truck Pilot Program	2.5	Q1 2026	Q4 2026	\$10,000
Approximate Total Budget for 2025 ²					\$190,000
Approximate Total Budget for 2026 ²					\$290,000
Approximate Total Budget for 2025-2026 Biennium					\$480,000

Notes:

- 1) Actions with an "N/A" in the budget line can be rolled into existing operations and/or the created economic development staff position.
- 2) The estimated budget for projects that span two years is divided evenly between both years.

1 **2027-2028 and 2029-2030 Biennia**

2 The remaining projects and programs outlined in the Economic Development Element are proposed to
 3 take place in subsequent biennia. Table 3 shows the projects and programs planned for the 2027-2028
 4 budget cycle. Table 4 shows the projects and programs planned for the 2029-2030 budget cycle. The City
 5 Council can decide to move any project or program from Tables 3 or 4 to the current project list in Table
 6 2. Moving a project or program to Table 2 would add it to a departmental work plan for the upcoming
 7 biennium and a corresponding update to the implementation timeline.

8
 9 **Table 3. Economic Development Element Implementation Project List 2027-2028 Biennium.**

Project/Program	Source Policy Number	Start Date	End Date	Estimated Budget
Dedicated Economic Development staff position	1.3	Ongoing	Ongoing	\$140,000
Distribute business newsletter	3.3	Ongoing	Ongoing	N/A ¹
Annual Business Owners’ Forum	3.1	Q2 Annually	Ongoing	N/A ¹
Jointly developed annual docket recommendation from the dedicated economic development staff and Council local business liaison	7.3	Q3 Annually	Ongoing	N/A ¹
Periodic Business Roundtables	3.2	Q4 Semi-annually	Ongoing	N/A ¹
Biennial report tracking implementation of the Economic Development Element.	13.5	Annual Q2	Ongoing	N/A ¹
Update Economic Development Element implementation plan	13.6	Quarterly	Ongoing	N/A ¹
Citywide retail strategy	1.6	Q1 2027	Q4 2028	\$80,000
Establish partnerships to connect workers with jobs on Mercer Island	5.1 & 5.2	Q1 2027	Q2 2027	N/A ¹
Work with partners to develop a guide to doing business on Mercer Island	2.3	Q1 2026	Q4 2026	N/A ¹
Commercial development capacity analysis	1.5	Q1 2028	Q4 2029	\$40,000 ²
Approximate Total Budget for 2027 ²				\$180,000
Approximate Total Budget for 2028 ²				\$220,000
Approximate Total Budget for 2027-2028 Biennium				\$400,000

10 Notes:

- 11 1) Actions with an “N/A” in the budget line can be rolled into existing operations and/or the created economic
 12 development staff position.
 13 2) The estimated budget for projects that span two years is divided evenly between both years.

10
 11
 12
 13
 14
 15

1 **Table 4. Economic Development Element Implementation Project List 2029-2030 Biennium.**

Project/Program	Source Policy Number	Start Date	End Date	Estimated Budget
Dedicated Economic Development staff position	1.3	Ongoing	Ongoing	\$140,000
Distribute business newsletter	3.3	Ongoing	Ongoing	N/A ¹
Annual Business Owners’ Forum	3.1	Q2 Annually	Ongoing	N/A ¹
Jointly developed annual docket recommendation from the dedicated economic development staff and Council local business liaison	7.3	Q3 Annually	Ongoing	N/A ¹
Periodic Business Roundtables	3.2	Q4 Semi-annually	Ongoing	N/A ¹
Biennial report tracking implementation of the Economic Development Element.	13.5	Annual Q2	Ongoing	N/A ¹
Update Economic Development Element implementation plan	13.6	Quarterly	Ongoing	N/A ¹
Commercial development capacity analysis	1.5	Q1 2028	Q4 2029	\$40,000
Review Town Center street standards and Streetscape Manual	10.4	Q1 2029	Q4 2030	\$120,000
Work with partners to facilitate a mentorship program that connects Mercer Island business owners, entrepreneurs, and retirees with young adults interested in starting new businesses	2.4	Q1 2028	Q2 2028	N/A ¹
Approximate Total Budget for 2029 ²				\$240,000
Approximate Total Budget for 2030 ²				\$200,000
Approximate Total Budget for 2029-2030 Biennium				\$440,000

2 Notes:

- 3 1) Actions with an “N/A” in the budget line can be rolled into existing operations and/or the created economic
 4 development staff position.
 5 2) The estimated budget for projects that span two years is divided evenly between both years.
 6

7 **2031-2044 Implementation Actions**

8 Some implementation actions are planned for the years 2031-2044. These implementation actions are
 9 listed in Table 5. Cost estimates for these implementation actions are not included in the table because
 10 they will need to be determined closer to the time that they will be added to the implementation plan in
 11 order to be more accurate. These implementation projects and programs would be in addition to the
 12 ongoing implementation actions initiated in previous biennia.
 13

14 **Table 5. 2031-2044 Economic Development Element Implementation Project List.**

Project/Program	Source Policy Number	Estimated Start	Estimated Duration
Adaptive Reuse Ad Hoc committee	7.6	2030	1 Year
Town Center activation program	9.2	2030	2 Years
Market Mercer Island as a prime location for doing business	2.1	2031	1 Year

2025-2026 Economic Development Element Implementation Action Descriptions

The following tables list detailed descriptions of each Economic Development Element implementation action, project, or program planned for the 2025-2026 Biennium. The tables include the budget estimates for each year and the project overall.

Project ED-1 Dedicated Economic Development Staff Position

Create a staff position that is dedicated to the implementation of the Economic Development Element and oversee the City's economic development program. The position is not expected to only focus on the Economic Development Element, but also engage in other economic development projects. This position is also expected to pursue grant funding for economic development, facilitate partnerships in the Mercer Island business community, and coordinate City efforts with regional, statewide, and federal economic development programs.

Project Justification

The Economic Development Element creates a directive to dedicate one full-time position to its implementation. Initiating and carrying out an economic development program will require staff resources beyond what the City has available without establishing a new position. This position will help to ensure that the City realizes its economic development goals by overseeing the economic development projects and programs the City has included in its Comprehensive Plan. This position can help offset some of the budget impacts of the economic development program by exploring and applying for grants and other funding sources. This position can also provide professional technical information for City decision makers as the City considers actions that intersect with the local economy.

Project ED-1 Dedicated Economic Development Staff Position				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing	\$140,000	\$140,000	\$280,000	Community Planning and Development (CPD)

Project ED-2 Distribute Business Newsletter

The City started providing a regular business newsletter during the COVID-19 pandemic to keep local businesses informed of resources available and the shifting safety protocols. Economic Development Element Policy 3.3 calls for continuing to periodically distribute a business newsletter. Initially, this distribution will occur quarterly in the form of an emailed newsletter. The frequency of distribution can be adjusted as needed to account for the information needs of the business community. The dedicated economic development staff position will oversee the production and distribution of the newsletter and manage the distribution list. The expected cost of this implementation action is projected to be included in the existing cost of the economic development staff position, without added material or labor costs.

Project Justification

This project is expected to facilitate communication between the City and the Mercer Island business community. This communication should boost participation of business leaders in the City's other economic development projects and programs and raise awareness of City actions that might affect businesses.

Project ED-2 Distribute Business Newsletter				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing	N/A	N/A	N/A	CPD

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19

Project ED-3 Annual Business Owners’ Forum

Economic Development Element Policy 3.1 calls for the City to hold an annual Business Owners’ Forum involving the business leaders, the City Council Local Business Liaison, and City economic development staff. The purpose of this annual forum is to gather input from the business community that can help guide the City’s future economic development activities. This can include feedback on what regulatory improvements the City might make or the effectiveness of economic development programs. Comments from the business community gathered during the annual forum can help the Local Business Liaison and City staff prepare new project proposals for upcoming City work plans and inform other City decision making. This forum will also begin to establish a continuous feedback system between the City and business community. The expected cost of this implementation action is projected to be included in the existing cost of the economic development staff position, without added material or labor costs.

Project Justification

This project will be one of the cornerstones of the City’s economic development program by creating an annual opportunity for business leaders to engage with City staff and elected officials. Regularly scheduled input will establish a predictable avenue for business leaders to interface with the City and help improve the City’s economic development projects and programs.

Project ED-3 Annual Business Owners’ Forum				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing Q2 Annually	N/A	N/A	N/A	CPD

20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38

Project ED-4 Economic Development Annual Docket Recommendation

Each year the City Council’s Local Business Liaison and economic development staff will consider proposing amendments to the City’s Comprehensive Plan and Title 19 Mercer Island City Code – Unified Land Development Code during the annual docket process. This annual docket proposal can account for the feedback received during other economic development activities the City has conducted throughout the year. During this project, the City’s main economic development points of contact will consider whether amendments to City policies and regulations are needed to better support the business community. The resultant proposal will be considered by the Planning Commission and City Council for inclusion in the next CPD work plan. The expected cost of this implementation action is projected to be included in the existing cost of the economic development staff position, without added material or labor costs.

Project Justification

This implementation action provides an annual avenue for the Local Business Liaison and economic development staff to propose changes to the City’s Comprehensive Plan and development regulations to account for the input they have received from the business community throughout the year. Establishing a recurring project to develop an annual docket proposal will help ensure that actionable feedback is responded to in a timely way via the proper process.

Project ED-4 Economic Development Annual Docket Recommendation				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing Q3 annually	N/A	N/A	N/A	CPD

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

Project ED-5 Periodic Business Roundtable

Economic Development Element Policy 3.2 calls for the City to periodically hold a Business Roundtable involving the business leaders, the City Council Local Business Liaison, and City economic development staff. To start with, this roundtable is planned to take place every other year after the City has updated its economic development implementation plan. The roundtable will serve as a kickoff for the economic development programs planned for the upcoming biennium. The Council’s Local Business Liaison and economic development staff will collaborate to communicate to the business community what the City has accomplished in the previous biennium and what it plans to do in the upcoming years. This will also be an opportunity for dialog with business leaders prior to initiating programs and projects. That dialog should help the City refine its approaches to existing programs and projects as well as inform the scoping of other tasks. The expected cost of this implementation action is projected to be included in the existing cost of the economic development staff position, without added material or labor costs.

Project Justification

The periodic business roundtable is another key component of the City’s outreach to local businesses. This roundtable should provide useful feedback for the City to understand how its programs are affecting the business community. The business roundtable will also give the City the opportunity to introduce its planned economic development actions to the business community in advance of undertaking those actions. These systems of feedback and communication between the City and business community are vital to the City’s overall economic development program.

Project ED-5 Periodic Business Roundtable				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing Q4 Biennially	N/A	N/A	N/A	CPD

23
24
25
26
27
28
29
30
31
32
33
34
35
36

Project ED-6 Biennial Economic Development Element Implementation Tracking

Every other year, staff will catalog the economic development projects and programs the City has undertaken in the previous budget cycle. This will be compared against the actions outlined in the Economic Development Element to determine which projects and programs should be budgeted and planned for in the upcoming biennium. This implementation tracking will be compiled in a report provided to the City Council in advance of budgeting and assigning tasks for the upcoming biennium. The expected cost of this implementation action is projected to be included in the existing cost of the economic development staff position, without added material or labor costs.

Project Justification

The Economic Development Element outlines an implementation tracking process in policies 13.5 and 13.6. The purpose of these policies and the implementation tracking process overall is to ensure that the City is following through on the economic development actions it has planned in its Comprehensive Plan.

1 Ultimately, the Economic Development Element implementation tracking will be a tool for the City Council
 2 to evaluate which actions to budget for and assign to City departmental work plans.

3

Project ED-6 Biennial Economic Development Element Implementation Tracking				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing Biennially Q2	N/A	N/A	N/A	CPD

4
 5 **Project ED-7 Update Economic Development Element Implementation Plan**
 6 The City Council will update the Economic Development Element implementation plan each budget cycle.
 7 This update is required by Policy 13.6. The implementation tracking report prepared during task ED-6 will
 8 help give the City Council the information needed to determine which implementation actions from the
 9 Economic Development Element still need to be done. The biennial update to the implementation plan
 10 will coincide with the City’s budget process. The expected cost of this implementation action is projected
 11 to be included in the existing cost of the economic development staff position, without added material or
 12 labor costs.

13
 14 Project Justification
 15 Assigning and budgeting for implementation of the Economic Development Element is an important step
 16 in making sure the City realizes its economic development goals in the Comprehensive Plan. Through this
 17 process, the City Council will determine which implementation actions to add to upcoming departmental
 18 work plans and budget for in the ensuing biennium.

19

Project ED-7 Update Economic Development Element Implementation Plan				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing Biennially Q4	N/A	N/A	N/A	CPD

20
 21 **Project ED-8 Establish local business liaison position on City Council**
 22 Economic Development Element Policy 1.2 calls for the creation of a Local Business Liaison position on
 23 the City Council. Every year, a sitting City Council member will be selected to fill this position. The Local
 24 Business Liaison will serve as a point of contact for the Mercer Island business community and coordinate
 25 with economic development staff to conduct outreach to economic development stakeholders through
 26 events such as the annual business forum and periodic business roundtables. The Local Business Liaison
 27 will also work with economic development staff to propose Comprehensive Plan and/or development
 28 code amendments as needed during the annual docket process. To initiate the creation of this City Council
 29 position, staff will prepare the necessary documents to establish the procedure for selecting the Local
 30 Business Liaison. The expected cost of this implementation action is projected to be included in the
 31 existing cost of the economic development staff position, without added material or labor costs.

32
 33 Project Justification
 34 The City Council Local Business Liaison is an important piece of the Economic Development Element. The
 35 Element spells out a handful of specific duties for the Local Business Liaison and relies on this position to
 36 act as a go-between for the City Council and the business community. Establishing this position should
 37 increase the efficiency of implementing the economic development program at the City and create a

1 regular feedback mechanism between the City Council, economic development staff, and the Mercer
 2 Island business community.

3

Project ED-8 Establish local business liaison position on City Council				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Ongoing Q1 Annually	N/A	N/A	N/A	CPD

4
 5 **Project ED-9 Develop Small Business Pre-Application Process**
 6 Economic Development Element Policy 7.5 calls for the creation of a small business pre-application
 7 process. This is expected to help entrepreneurs and existing small businesses navigate City regulations
 8 and the permitting processes when starting a new business or expanding an existing one. The purpose of
 9 creating this process is to reduce permitting delays for development permit applications and cut down on
 10 the permitting costs for small businesses. Developing this preapplication process is expected to take place
 11 during the first half of 2025. The expected cost of this implementation action is projected to be included
 12 in the existing cost of the economic development staff position, without added material or labor costs.

13
 14 Project Justification
 15 The small business pre-application process should help the local economy grow by assisting smaller
 16 businesses navigate the City’s permitting processes which will help cut down on permit delays and costs
 17 to applicants.

18

Project ED-9 Develop Small Business Pre-Application Process				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q2 2025	N/A	N/A	N/A	CPD

19
 20 **Project ED-10 Commercial Development Code Audit**
 21 Economic Development Element Policy 7.1 calls for an audit of the commercial development code to
 22 improve its effectiveness and make efficient use of City resources. The policy includes a list of specific
 23 factors the audit should address:

- 24
- 25 • Lowering compliance costs for business owners;
 - 26 • Minimizing delay and reduce uncertainty in the entitlement process;
 - 27 • Improving conflict resolution in the entitlement process; and
 - 28 • Reducing the likelihood of business displacement as new development occurs; and
 - 29 • Balancing parking requirements between reducing barriers to entry for new businesses and the
 30 need for adequate parking supply.

31
 32 The project is expected to take roughly two years to complete. During the first year, staff will conduct the
 33 audit. After auditing the code, staff will prepare commercial development code alternatives for the City
 34 Council to consider through a legislative process. The legislative process is planned for the second year
 35 of the project. Public participation will be integrated into the project in both the development of code
 36 alternatives and the legislative review.

37
 38

1 Project Justification

2 The development code audit and update should encourage economic growth by lowering barriers of entry
3 for businesses. The cost associated with this project is for the retention of consultants to assist City staff
4 in the development code audit and preparing updates for the code.
5

Project ED-10 Commercial Development Code Audit				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q4 2026	\$50,000	\$50,000	\$100,000	CPD

6
7 **Project ED-11 Analyze feasibility of establishing a Parking and Business Improvement Area (PBIA) or
8 Local Improvement District (LID)**

9 This implementation project is a study of the feasibility of establishing a Parking Benefit Improvement
10 Area (PBIA), Local Improvement District (LID), or other similar district in the City that would focus on
11 improving on-street parking and the streetscape. Establishing this kind of district or area has the potential
12 to generate funding and other resources to update infrastructure in the City’s commercial areas. The
13 intended outcome of this feasibility study is to develop alternatives for the City Council to consider. The
14 expected cost of this implementation action is projected to be included in the existing cost of the
15 economic development staff position, without added material or labor costs.
16

17 Project Justification

18 Establishing a PBIA, LID, or other similar district could generate funding and resources for parking and
19 streetscape improvements that would further the City’s economic development goals. This is intended
20 to give the City Council information about alternatives available to manage and fund improvements to
21 increase circulation and access within the district or area thereby bolstering economic activities in that
22 area.
23

Project ED-11 Analyze feasibility of establishing a Parking and Business Improvement Area (PBIA) or Local Improvement District (LID)				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q1 2026	N/A	N/A	N/A	CPD

24
25 **Project ED-12 Outdoor Dining and Temporary Uses Regulations**

26 This project would be carried out by a combination of economic development and long-range planning
27 staff. The purpose of the project is to establish new or clarify existing outdoor dining and temporary use
28 regulations. Outdoor dining and temporary uses can potentially activate commercial areas by drawing
29 more pedestrians and increasing outdoor activity in commercial zones. The project is expected to take
30 roughly six months in the first half of 2026. In addition to City staff, the Planning Commission would be
31 involved in the legislative review of the proposed regulations. The expected cost of this implementation
32 action is projected to be included in the existing cost of the economic development staff position, without
33 added material or labor costs.
34

35
36
37 Project Justification

1 The current development code for outdoor dining and temporary uses is unclear and at times restricts
 2 commercial activity that would otherwise be beneficial to local economy. This project would clarify the
 3 existing regulations and establish new regulations that would reduce regulatory barriers while
 4 safeguarding the public interest in orderly development. When drafting the Economic Development
 5 Element, staff identified this project as a low-cost project that has the potential for high beneficial impact
 6 on commercial activity in the City.
 7

Project ED-12 Outdoor Dining and Temporary Uses Regulations				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q3 2026	N/A	N/A	N/A	CPD

8
 9 **Project ED-13 Home Business Development Code Review**

10 As the City evaluates its other development code provisions related to commercial development during
 11 Project ED-10, it can also evaluate its home business regulations for commercial activities in residential
 12 zones. Given that this code section has not been updated in some years, an update and potential
 13 streamlining could spur additional economic growth by simplifying the regulatory requirements and
 14 streamlining the permitting process.
 15

16 Project Justification

17 Reviewing and streamlining the development code and permitting process for home businesses can make
 18 it easier for smaller firms to start businesses in the City.
 19

Project ED-13 Home Business Development Code Review				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q4 2026	N/A	N/A	N/A	CPD

20
 21 **Project ED-14 Shop Mercer Island Marketing Campaign**

22 Policy 3.4 calls for the City to work with partners to initiate a “Shop Mercer Island” marketing campaign
 23 to support local businesses and attract more customers to retail businesses in the City. This will include
 24 working with the Chamber of Commerce and other economic development organizations and agencies.
 25 The City’s primary role in this project is expected to be coordinating this campaign, facilitating
 26 partnerships between the community organizations involved, and marshalling resources.
 27

28 Project Justification

29 The Shop Mercer Island Marketing Campaign will support the retail industry in the City, a key sector of
 30 the local economy. Through this project, the City can have a direct impact on providing additional visibility
 31 for local businesses.
 32

Project ED-14 Shop Mercer Island Marketing Campaign				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q4 2026	N/A	\$50,000	\$50,000	CPD

1 **Project ED-15 Evaluate City Fees**

2 Policy 7.2 calls for the City to evaluate permitting fees to determine their effect on business startup costs
3 and City finances. The evaluations should also balance the impact on business startup costs with the
4 financial needs of the City. This project should find ways the City can reduce costs for starting new
5 businesses and expanding existing businesses. This project is scheduled to take place during the latter
6 half of the commercial development code audit to take into consideration the easing of regulatory barriers
7 and streamlining of permit processes.

8
9 Project Justification

10 This project is expected to reduce business formulation and expansion costs. This should make it easier
11 for firms to locate and grow in the City, both of which would spur additional economic growth. Planning
12 to do this project at the same time the City audits its development code during project ED-10 should
13 maximize the potential economic growth this project can stimulate by reducing permitting costs at the
14 same time regulatory barriers are reevaluated.

Project ED-15 Evaluate City Fees				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q4 2026	N/A	\$40,000	\$40,000	CPD

16
17 **Project ED-16 Food Truck Pilot Program**

18 Economic Development Element Policy 2.5 calls for the creation of a food truck pilot program as a means
19 to attract more entrepreneurs to Town Center. The program would look at ways to attract more food
20 trucks and result in a report detailing what regulatory and programmatic changes can be made to make
21 the City more attractive to food truck operators.

22
23 Project Justification

24 Finding ways to encourage and attract food truck operators is expected to spur economic activity in the
25 City. Food trucks specifically are targeted by this program because they tend to eventually become
26 permanent businesses in brick-and-mortar restaurants. This entrepreneurship can help grow the Mercer
27 Island economy.

Project ED-16 Food Truck Pilot Program				
Target Completion Date	2025 Cost Estimate	2026 Cost Estimate	2025-26 Total Cost Estimate	Department
Q4 2026	N/A	\$10,000	\$10,000	CPD

29
30