



Economic Development Comprehensive Plan Element

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Economic Development Team



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Overview of Changes

1. Use data and outreach to guide priorities.
2. Convert technical work into plain-language materials for businesses, developers, and the public.
3. Develop recruitment case standards.
4. Addition of stand-alone place-making, airport and brewery strategies



Goal #1: *Establish a predictable, responsive, and investment-ready development climate that stimulates economic activity and desirable private investment.*

WHAT THIS GOAL DOES

Consolidates outreach, applicant feedback, customer service, and plain-language guidance.

Makes development review predictability a core economic development issue.



Planning Commission Questions

Is consolidation of policies and moving toward a more publicly readable format?

Goal #2: *Retain, grow, and support Tumwater's existing businesses and entrepreneurs.*

WHAT THIS GOAL DOES

Clarifies a more formal business retention and expansion framework.

Adds communication feedback loops and outcomes measurements

Links workforce partners to employer needs



Planning Commission Questions

What outcomes should be reported back to Tumwater from economic development partners?

Goal #3: *Grow and diversify Tumwater's traded-sector economy, with a focus on industrial and light manufacturing.*

WHAT THIS GOAL DOES

Acknowledges industrial land as a finite economic asset.

Connects infrastructure investments to freight access and site readiness.

Uses target sectors to reduce long-term dependence on public administration.



Planning Commission Questions

Does Tumwater have the right industrial land emphasis?

Are clean energy and green business framed correctly?

What is a "green business"?

Goal #4: *Target recruitment efforts to support existing businesses and supply-chain gaps.*

WHAT THIS GOAL DOES

Moves recruitment toward defined target profiles.

Prioritizes firms that support existing employers and supply chains.

Economizes use of scarce land, water, infrastructure, and carbon capacity as a screen.



Planning Commission Questions

Are the recruitment criteria clear and defensible?

How strict should the City be about low-value land-consuming uses?

Do ecological input measures make sense? What's missing?

Goal #5: *Restore the Brewery Complex to its highest available use.*

WHAT THIS GOAL DOES

Treats the abandoned brewery area as a catalytic redevelopment strategy.

Uses the Planned Action EIS to reduce entitlement and mitigation uncertainty.

Connects brownfield grants, cleanup planning, and developer-facing materials.



Planning Commission Questions

Is highest available use the right framing?

Is the Warehouse property's rail-served industrial worth protecting?

What level of public investment should be appropriate for ROI?

Goal #6: *Leverage Olympia Regional Airport to advance Tumwater's economic development priorities.*

WHAT THIS GOAL DOES

Frames the airport as a jobs, logistics, and advanced aviation asset.

Solidifies City-Port coordination on land use, infrastructure, and recruitment.

Introduces aerospace, avionics, electric aircraft, and eVTOL concepts.

Planning Commission Questions

Does the policy balance opportunity with compatibility?

Should advanced aviation initiatives like eVTOLs be considered?



Goal #7: *Conduct business outreach to better connect local economic actors and City Hall.*

WHAT THIS GOAL DOES

Creates a coordinated outreach program instead of scattered engagement actions.

Turns outreach findings into economic intelligence for staff and Council.

Adds dashboards, plain-language resources, and partner accountability.



Planning Commission Questions

Are chambers and partners positioned correctly?

What type of information should be regularly reported to the Commission and Council?

Goal #8: *Strengthen Tumwater's community and district vibrancy and advance the community as a regional destination through placemaking.*

WHAT THIS GOAL DOES

Combines community-oriented development, business district health, and destination-building.

Emphasizes nature, culture, heritage, wayfinding, and public realm improvements.

Develops consistent placemaking messaging and place-branding.



Planning Commission Questions

How do we balance creating a regional identity with partners like the VCB against a local identity for each district?

Goal #9: *Develop an affordability strategy that secures equitable access to Tumwater's future growth.*

WHAT THIS GOAL DOES

Treats affordability as economic infrastructure, not only a housing issue.

Focuses on supply-side capacity: housing, childcare, healthcare access, education, and energy.

Uses City tools such as zoning, siting, infrastructure, partnerships, and incentives.



Planning Commission Questions

What indicators should be tracked over time?

Final Thoughts?

Does the new structure improve readability and usability?

What should be simplified, clarified, or moved?

Are any key economic development issues missing?



Next steps

Community Outreach on Policy Tables (Economic Development Council and roundtables)

What other partners should be included?

Incorporate feedback into draft plan by mid July

Planning Commission and Community Outreach on draft plan in August



Thank you!

Comments and questions:

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