

Enumclaw Comprehensive Plan

ECONOMIC DEVELOPMENT

DRAFT



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Purpose

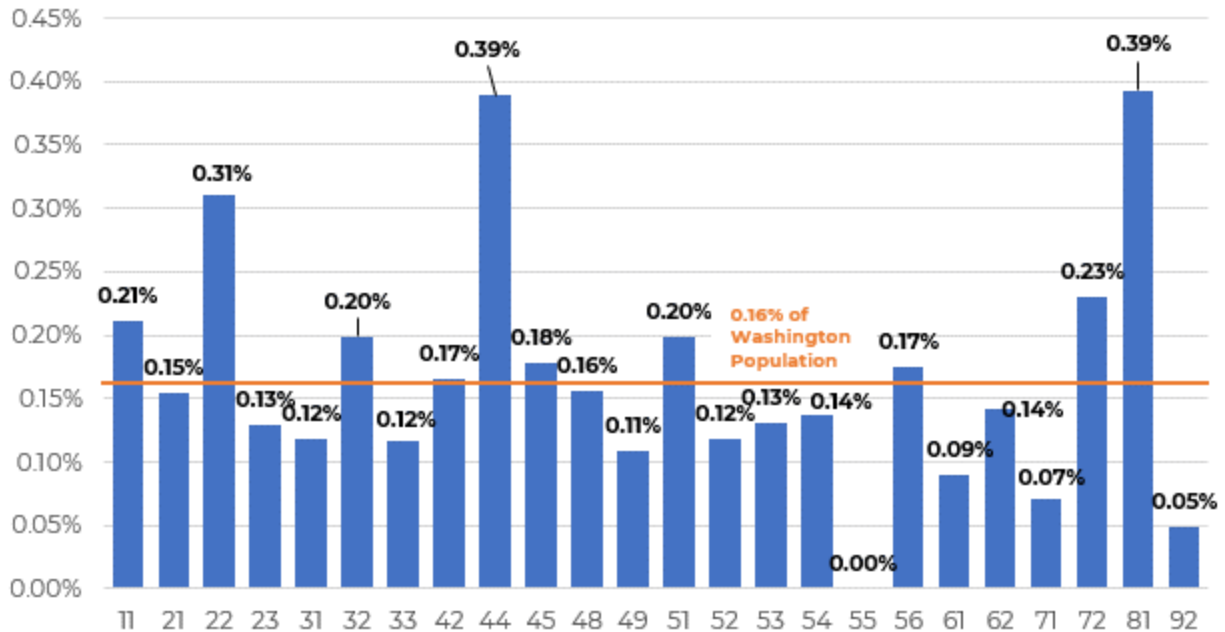
The purpose of the Economic Development element is to provide goals and policies that will direct the City in addressing its existing economic patterns (for example, by supporting areas of weakness or investment in its strengths) and fostering future economic activities and growth. To inform these goals, we must consider the City's historical context and assess its economic environment, today, to reveal Enumclaw's strengths and opportunities, related to its commercial and industrial sectors.

Enumclaw was settled at the turn of the century as a point of trade, due to its lush environment and fruitful resources available from its natural environment of fields, forests, and mountains and through agriculture, due to the Enumclaw Plateau's naturally fertile lands. To support this "point-of-trade," residential housing as well as a secondary, or "service," sector of financial institutions, retail, and professional offices grew and diversified to serve the primary, or "basic," resource export sector.

Over time, Enumclaw's economy has become less dependent on the natural and agricultural resources surrounding it. Today, many of Enumclaw's jobs are in professional environments, related to service-sector businesses, healthcare, and public administration. Many residents work outside of Enumclaw, making regular commutes to larger metropolitan centers to the west. Enumclaw's business make-up has also evolved, relying less on industrial production and more on retail and service commercial trade to support the community's residents. The days of Enumclaw's classical export-based economy are gone.

To understand Enumclaw's current economy we considered whether Enumclaw is meeting the demand for retail sales and use in its community (or "trade area"). Retail leakage is extremely complex and generally done at a very detailed level as part of retail analysis, so as a proxy we have considered whether Enumclaw has its "fair share" of taxable retail sales and use activities, based on its population, occurring in the City. That is, are Enumclaw's per capita retail sales and use at or above its total share of the population. We completed this analysis for both Washington State and King County.

Figure 2-1: City of Enumclaw's Per Capita Taxable Retail Sales Activity in Comparison to Statewide Per Capita Taxable Retail Sales Activity, 2022

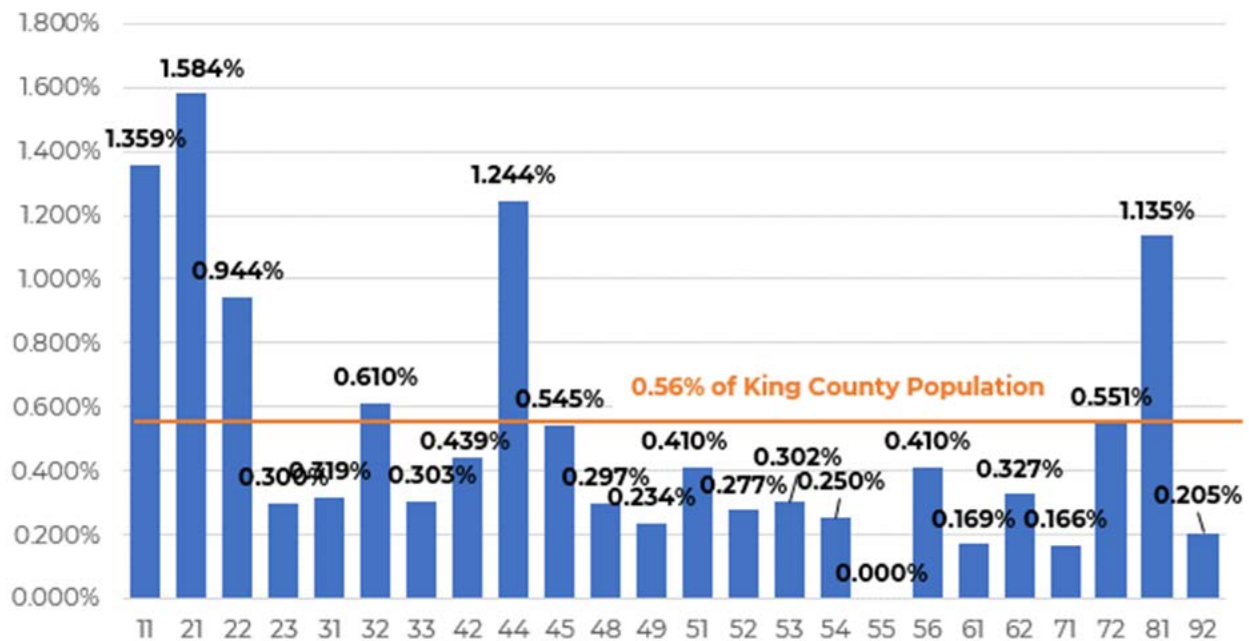


- 11: Agriculture, Forestry, Fishing and Hunting
- 21: Mining, Quarrying, and Oil and Gas Extraction
- 22: Utilities
- 23: Construction
- 31-33: Manufacturing
- 42: Wholesale Trade
- 44-45: Retail Trade
- 48-49: Transportation and Warehousing
- 51: Information
- 52: Finance and Insurance
- 53: Real Estate and Rental and Leasing

- 54: Professional, Scientific, and Technical Services
- 55: Management of Companies and Enterprises
- 56: Administrative and Support and Waste Management and Remediation Services
- 61: Educational Services
- 62: Health Care and Social Assistance
- 71: Arts, Entertainment, and Recreation
- 72: Accommodation and Food Services
- 81: Other Services (except Public Administration)
- 92: Public Administration

While we don't expect all cities to have the same mix of commercial and industrial activity, we can use this analysis to identify relative strengths and challenges for Cities. The comparison of Enumclaw to Washington State overall, shows some areas of strength: for example, the City is capturing more than it's expected share of activity in agriculture, forestry, fishing, and hunting; utilities; manufacturing, retail trade; information; administrative and support and waste management and remediation services; accommodation and food service; and other service (except public administration). Drilling down to the County level, we can see where the City's particular areas of strength relative to its neighbors are.

Exhibit 1. City of Enumclaw's Per Capita Taxable Retail Sales Activity in Comparison to Countywide Per Capita Taxable Retail Sales Activity, 2022



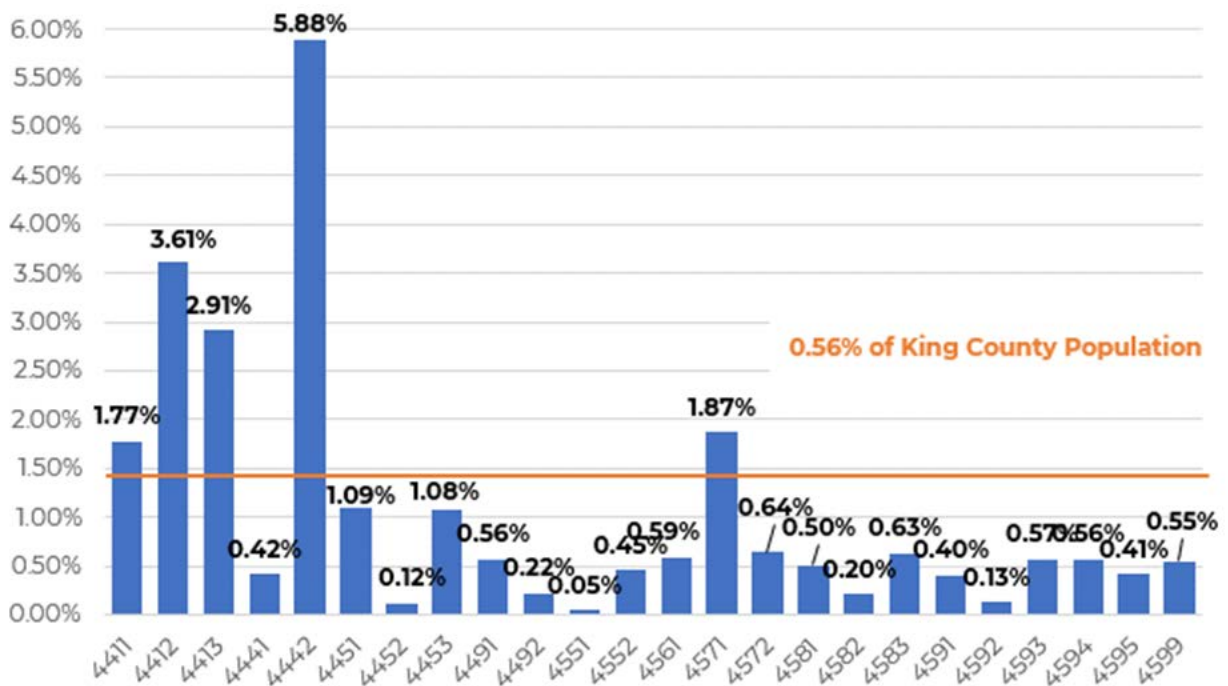
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Again, we see agriculture, forestry, fishing, and hunting; utilities; , manufacturing; retail trade; and other service (except public administration) are areas of strength. We also identify some sectors where Enumclaw has limited activity. The City's long-range economic development goals should consider whether to address these areas as opportunities, recognizing, that the City may not have competitive position to grow some of these industries.

Enumclaw remains a center for trade on the plateau, however, offering services for local residents and the financial, religious and educational institutions that serve an area much larger than just what is within city limits. It remains a "central place", retaining a diversity of activities that serve more people than those who reside in Enumclaw. Understanding that role is an initial step to crafting economic development policy.

Exhibit 2. City of Enumclaw's Per Capita Taxable Retail Sales Activity for Retail Industries in Comparison to Countywide Per Capita Taxable Retail Sales Activity, 2022



- 4411: Automobile Dealers
- 4412: Other Motor Vehicle Dealers
- 4413: Automotive Parts, Accessories, and Tire Retailers
- 4441: Building Material and Supplies Dealers
- 4442: Lawn and Garden Equipment and Supplies Retailers
- 4451: Grocery and Convenience Retailers
- 4452: Specialty Food Retailers
- 4453: Beer, Wine, and Liquor Retailers
- 4491: Furniture and Home Furnishings Retailers
- 4492: Electronics and Appliance Retailers
- 4551: Department Stores
- 4552: Warehouse Clubs, Supercenters, and Other General Merchandise Retailers

- 4561: Health and Personal Care Retailers
- 4571: Gasoline Stations
- 4572: Fuel Dealers
- 4581: Clothing and Clothing Accessories Retailers
- 4582: Shoe Retailers
- 4583: Jewelry, Luggage, and Leather Goods Retailers
- 4591: Sporting Goods, Hobby, and Musical Instrument Retailers
- 4592: Book Retailers and News Dealers
- 4593: Florists
- 4594: Office Supplies, Stationery, and Gift Retailers
- 4595: Used Merchandise Retailers
- 4599: Other Miscellaneous Retailer

Source: Washington State Department of Revenue, 2023 and Sieger Consulting, SPC, 2024.

Enumclaw is actually outperforming expectations based on population overall (at 0.882% of taxable retail sales versus .557% of the population) in many retail categories, as well. This is primarily attributable to retail sales of lawn and garden equipment and supplies, which is probably not unexpected. In particular, the City seems to have a stronghold related to the sales of non-automobile motor vehicles, automotive parts, accessories, and tires; and laws and garden equipment and supplies.

Planning Context and Framework

State Planning Context

The Growth Management Act (GMA) requires an economic development element be included in the Comprehensive Plan. The GMA requires it to include the following:

- Summary of the local economy
- Summary of the strengths and weaknesses of the local economy as defined as the commercial and industrial sectors
- Identification of policies, programs, and projects to foster economic growth and development
- The Enumclaw Strategic Plan for Economic Development 2014-2018, Appendix, includes analysis and recommendations consistent with the requirements of the GMA. These conditions have not been updated as part of the 2024 Comprehensive Plan Update.

Regional Planning Context

Local Planning Context

In 2012, the Mayor appointed an Economic Development Task Force consisting of local business owners and industry representatives to provide advice, strategies and a vision for economic development within the City. The Task Force spent two years working hard to create the 2014 – 2018 Enumclaw Strategic Plan for Economic Development. The Task Force was very thorough and is to be commended for its work. Members reviewed economic data and trends related to the City and the Enumclaw Expo Center; interviewed stakeholders; took public comment; developed a Vision and Mission statement and formulated a series of recommendations. The result was the following vision and mission statement as well as a series of strategies and tactics, not duplicated here.

VISION: Our Enumclaw: Small town. Active Community. A place where families and businesses thrive.

MISSION: Enhancing Enumclaw's quality of life by fostering economic development activities that preserve and create jobs, create sustainable business and enhance the well-being of our rural community.

This plan was adopted in June of 2014 by Resolution 1510 and is hereby incorporated by reference to this document. It includes a detailed summary of the local economy, analysis of economic conditions, strengths and weaknesses and recommended policies, programs and project to foster economic growth. To date, the following initiatives have resulted from the latest plan:

- Formation of a "Buy Local" group – LiveLocal98022;

- Revisions to the zoning code to make it easier to establish specific businesses, including bed and breakfasts, breweries, wineries, distilleries, bakeries, and value-added agricultural product;
- Initial research for a senior community zoning code amendment;
- Development of downtown design concepts to create a downtown gathering area with an outdoor performance area, covered event space and park area to attract tourists and residents;
- Establishment of a Food, Beverage and Agricultural Tourism Committee.

Revisions to the zoning code have been made to allow for short term rentals, breweries, wineries, distilleries, etc. within the city. The city now has a number of local wine tasting rooms as well as 16 newly licensed short term rental properties. The city also is actively working towards a bond measure for a new community center located in downtown. The new community center would include amenities such as an outdoor gathering area, a gym and other amenities to attract residents and tourists. The Food, Beverage and Agricultural Tourism Committee was formed and transitioned into the Tourism Advisory Board.

Economic growth is closely linked to land use. It is nearly impossible to predict what specific businesses will develop in the community, but it is possible to create an environment that encourages the types of enterprises the community would like to see. The following Goals, Policies and Policies are summarized from the adopted Enumclaw Strategy for Economic Development 2014-2018. The goals and policies are updated as part of the 2024 Comprehensive Plan periodic review.

Though the traditional resource-based industry has declined, Enumclaw is still positioned to benefit from what remains. It has a heritage worth celebrating and an active agricultural sector that has potential to explore and succeed in niche markets. As Enumclaw seeks to enrich its commerce sector, it may wish to promote local merchants more actively and provide accommodations for its visitors. Enumclaw may also wish to create a more entrepreneurial culture, supporting start-up businesses as they explore new market niches.

Enumclaw's downtown is the heart of the community and will continue to be the intuitive seat of its economic development. Maintaining the downtown's economic viability and heritage character will help the entire community prosper, even if more intense commercial or industrial businesses develop along the community's highway corridors.

Tourism is an important component of Enumclaw's economy. The Enumclaw Expo Center, Crystal Mountain Resort and the Mt. Rainier National Park are prominent tourist destinations, and Enumclaw sits in close proximity to each. These regional tourist amenities draw thousands of people through Enumclaw.

Introduction

The following goals and policies are those adopted in the Enumclaw Strategic Plan for Economic Development 2014-2018 and updates as part of the 2024 Comprehensive Plan Update. The plan recognizes that a successful effort requires partnerships and collaboration with the private sector, the Chamber of Commerce, educational providers and other local

organizations. The City will work with partners to implement these strategies. Some strategies will be implemented with City resources, and it is expected that others will be led by other community organizations with City participation. This is intended to be a living document that the City will revisit and update annually to ensure that it continues to reflect the preferences of the citizens.

A vibrant and sustainable economy depends on having sufficient housing that is affordable to the work force. Workers in retail, restaurants, tourism and critical occupations such as teachers, nurses and police officers are critical to sustaining the economic well being of the community, but they often have lower wages and are the first to be impacted by rising housing costs. Workforce housing supports the local economy by ensuring that these workers can afford to live and work in the community. Workforce housing is defined as housing affordable to households earning between 60 and 120 percent of area median income. Middle housing types such as duplexes, triplexes and accessory dwelling units are a type of workforce housing.

Goals and Policies

Goal ED-1 Promote Employment Growth in Retail/Services, Medical and Light Industrial Sectors.

Policy ED-1.1 “Buy Local Campaign” ~~Develop and Implement~~ Consider implementing a Buy Local Campaign. The City will provide initial support, but ultimately this effort will be a community organized effort.

Policy ED-1.2 “Business Mentor List” Develop and maintain a contact list of willing business mentors that City staff and the Chamber of Commerce can provide to prospective business owners. An independent local organization should provide and maintain this list.

Policy ED-1.3 “Small Business Counseling” Continue to fund Small Business Counseling through Green River Community College when budget is available. This has traditionally been funded by the City through its outside agency process.

Policy ED-1.4 Consider Impact Fee Discount Program for Light Industrial, Medical developments, Lodging Facilities and other uses as appropriate.

Policy ED-1.5 “Construction Sales Tax Refund program” ~~Consider implementing~~ Implement a Construction Sales Tax Refund program for the construction of Residential development downtown, and Light Industrial and Medical buildings that bring 10 or more full time employees to the City. This would be a City developed and led program.

Policy ED-1.6 “Commercial Real Estate Marketing” Create a brochure and organize a Lunch and Learn Tour of Enumclaw for commercial Real Estate Companies. This effort should be organized by a local real estate organization with support from the City.

Policy ED-1.7 “Economic Development Website” that includes the following: Demographic information; market research; links to permits, business licenses and business counseling; available property for lease or sale; business mentor list. The City and Chamber should collaborate on a website that both entities can link or reference.

Policy ED-1.8 “Agricultural Food Product Incubator” Conduct a feasibility study for the development of an Agricultural Food Product Incubator for Artisan Cheese, Wine and Distilled Spirits. Model the facility on Walla Walla Community College’s Vintner program. Include training plus facilities. This is would be collaborative effort led by the City.

Policy ED-1.9 “Business Support” Encourage efforts for retention and expansion of existing businesses.

Goal ED-2 Expand the local economy by building on existing strengths.

Policy ED-2.1 Partner with regional and state organizations for economic development initiatives of mutual interest, Coordinate local and countywide economic policies and strategies with the Puget Sound Regional Council’s Regional Economic Strategy, King County initiatives, and other agencies.

Policy ED-2.2 Identify industries with higher-wage jobs, where the City has a competitive advantage, and pursue opportunities to encourage growth of those industries in the City.

Policy ED 2.3 Consider amendments to the zoning code and business license regulations for mobile vendors for outdoor seating, hours of operation, etc.

Policy ED 2.4 Continue working with the local businesses and the chamber of commerce for downtown events. Consider amendments to the municipal code for event permits.

Goal ED-3 Promote workforce housing opportunities.

Policy ED-3.1 Promote the development of workforce housing. Develop incentives to encourage development of workforce housing throughout the City, including middle housing. Incentives such as reduction in building fees, construction sales taxes and other incentives should be developed to facilitate the construction of workforce housing.

Goal ED-4 Foster a balanced, diversified local economy to increase economic resilience.

Policy ED-4.1 Promote economic resilience by encouraging diversity of businesses not reliant on a single business sector or large employer.

Goal ED-5 Increase Tourist Visits

Policy ED-5.1 “Expo Center Events” Maintain and expand events and activities at the Enumclaw Expo Center. This effort will be led by the Expo Advisory Committee.

Policy ED-5.2 “Agricultural Food Product Incubator” Conduct a feasibility study for the development of an Agricultural Food Product Incubator for Artisan Cheese, Wine and Distilled Spirits. Model the facility on Walla Walla Community College’s Vintner program. Include training plus facilities. This will be a collaborative effort led by the City.

Policy ED-5.3 “Art and Cultural Events” include arts and cultural advocates on the Tourism Advisory Committee and explore opportunities to increase arts and cultural events that will have measurable results. This should be a community effort supported by the City.

Policy ED-5.4 “Downtown Revitalization” explore opportunities to improve the attractiveness of downtown to visitors. This could include storefront improvement programs, vacant storefront art programs or other efforts that will have measurable results. The City should explore opportunities to redevelop underutilized City owned property in the downtown. Consider developing an attractive downtown gathering space, additional retail and high quality residential on underutilized public properties. This could include a community center, senior center or similar type of public improvements.

Policy ED-5.5 “Mt Rainier National Park Schedule”, Lobby for year-round opening of Sunrise and Mt. Rainier National Park. This would be a City Council led effort.

Policy ED-5.6 “SR 410 Aesthetics” Improve attractiveness of SR 410 corridor, specifically landscaping at key intersections. This would be a City led effort.

Policy ED-5.7 “Tourism Marketing and Branding” Create a five- year tourism marketing and branding program. This effort should be led by the business community with the support from the City.

Goal ED-6 Continue to strengthen the central business district.

Policy ED-6.1 Encourage retail development within the central business district.

Policy ED-6.2 Support the continued operation of the local business collective.

Policy ED-6.3 Representatives from City Staff and/or City Council should attend Chamber of Commerce Meetings as available.

Policy ED-6.4 Provide information to builders and local business owners on meeting requirements in historic structure renovations.

Policy ED-6.5 Consider a design assistance program to help business owners, builders and contractors create new construction and renovation plans that enhance the central business district’s character.

Goal ED-7 Seek to enhance the central business district's walk-ability.

Policy ED-7.1 Consider revising development regulations, as appropriate to allow mixing commercial and/or Institutional uses with apartment or condominiums in the CBD.

Policy ED-7.2 Identify links to neighborhoods and make sidewalk Improvements when funding is available.

Policy ED-7.3 Consider new street design for Cole Street and Railroad Street to a more pedestrian friendly design that maintains vehicular access as well as promote local businesses and events.

Policy ED-7.4 Identify links to industrial land and Institutions near the CBD and make sidewalk improvements when funding is available.

Policy ED-7.5 Consider a master plan the area between the CBD and SR 410, identifying opportunity sites and creating a walkable community linked directly to the CBD.

Policy ED-7.6 Consider improved visual connections to CBD from SR 410 by installing effective directional or wayfinding signs at logical CBD access points as well as maintain existing entry statements along the state highways.

Policy ED-7.7 Prioritize developing the industrial land near the city center.

Policy ED-7.8 Study and employ incentives which would make developing central industrial land attractive to new businesses.

Goal ED-8 Welcome visitors, encouraging them to enjoy Enumclaw amenities and return.

Policy ED-8.1 Provide convenient parking for travelers accessible from SR 410 and other highways.

Policy ED-8.2 Consider jitney or shuttle service programs from parking sites to CBD or other commercial activity areas.

Policy ED-8.3 Employ strategies to create a business environment that entices people to stop and linger.

Policy ED-8.4 Consider studying seasonal differences in traveling public and target business advertising strategies to match.

Policy ED-8.5 Consider amending zoning and other regulations as needed for Bed & Breakfast and short-term rentals establishments near the CBD and within the city.

Policy ED-8.6 Consider incentives to encourage quality hotel accommodations near the CBD.

Policy ED-8.7 Encourage the designation and preservation of historic buildings in the CBD.

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