

Ranking	Economic Development Goals and Actions Summary of City Council Discussion Items City Council DRAFT September 22, 2014				
	DRAFT GOAL	PROPOSED ACTION	RESPONSIBLE ACTOR Public/Private/NGO	STAFF COMMENTS	CC Direction
	Goal A: Attract and retain businesses through an active business retention and recruitment program				
		1. Develop a business retention and recruitment program that addresses the following: <ul style="list-style-type: none"> • What can the city do to help Burien businesses prosper? • What would entice businesses to locate in Burien? • What kinds of businesses would citizens like to see in Burien and in their neighborhoods? • What kinds of businesses/attractions would entice regional and local consumers to visit and shop in Burien? • Track business proposals received by City staff, including who applies, whether they open a business, and if not, why not. 			
		2. Promote infill developments, fill storefronts, pursue new development (multi-story buildings), and expand existing businesses.			
		3. Profile Burien's businesses – types, number of employees, average revenue and for those that have left/failed – the reasons why.			
		4. Assess impediments to development and remove/modify as needed.			
		5. Promote socially responsible businesses.			
	Sub-Goal A1: Pursue major developments that have a positive, large-scale impact on Burien's economic base				
		6. Explore options for attracting hotels to Burien, including co-location with conference, training, or performing arts facility. Identify sites, constraints, opportunities, and needed resources.			
		7. Build out the Northeast Redevelopment Area with industrial/commercial development, including R&D firms and hi-tech manufacturing and other suitable businesses.			
		8. Explore options for major developments on First Ave.			
		9. Explore creative zoning that enables development opportunities that support the community vision and values.			

Ranking	Economic Development Goals and Actions Summary of City Council Discussion Items City Council DRAFT September 22, 2014				
	DRAFT GOAL	PROPOSED ACTION	RESPONSIBLE ACTOR Public/Private/NGO	STAFF COMMENTS	CC Direction
	Sub-Goal A2: Identify, support, and expand Burien's base of small businesses that contribute to the culture, diversity, and resiliency of our community				
		10. Develop an inventory of properties and closed (or underutilized) businesses to develop an understanding of potential opportunities for development. Document ownership, patterns of use, constraints, potential challenges, and strengths of such properties for community and Council examination and discussion.			
		11. Discuss potential incentives and policies the Council might implement – e.g., food innovation districts, cultural districts that can encourage and support the types of small businesses the community desires.			
		12. Consider partnerships for small business programs to identify opportunities to train and develop small-business entrepreneurs.			
		13. Explore what city staff can do to support or provide assistance to small businesses. Make it easier to start a business and become more friendly and supportive of existing businesses/property owners/developers.			
	Goal B: Enhance the branding and marketing of Burien as a family friendly community, built on our economic, cultural and natural assets				
		14. Develop a Burien Brand.			
		15. Amplify marketing opportunities and assess community assets including; marketing Seahurst Park as a destination; and capitalizing on proximity to SeaTac airport and the City of Seattle; and, Burien's ethnic diversity.			
		16. Conduct market research including developing an understanding of approaches that could encourage more local purchasing.			
		17. Support a Shop Burien campaign such as expanding public markets, including the farmers market, and showcase local restaurants and local arts. Review and assess approaches in other cities.			
		18. Pursue family and youth recreation/entertainment opportunities.			
		19. Promote Burien as a safe community.			

Ranking	Economic Development Goals and Actions Summary of City Council Discussion Items City Council DRAFT September 22, 2014				
	DRAFT GOAL	PROPOSED ACTION	RESPONSIBLE ACTOR Public/Private/NGO	STAFF COMMENTS	CC Direction
	Goal C: Strengthen the customer base in the City of Burien				
		20. Encourage a diversity of housing options citywide.			
	Sub-Goal C1: Support working families				
		21. Evaluate and encourage best practices, including paid sick leave, for ensuring that Burien is home to a strong workforce with a high standard of living to help recruit and retain labor.			
		22. Lobby to address minimum wage at the state level.			
		23. Examine including project labor agreements and community workforce agreements in contracts whenever practicable and financially/legally viable.			
		24. Determine and endeavor to pay all City of Burien employees a living wage.			
		25. Actively support the Highline School District.			
	Sub-Goal C2: Improve multi-modal transportation availability and choices				
		26. Initiate a parking study identifying current on-and-off street parking supply and demand, core parking challenges, and strategies and tools to reduce parking barriers to revitalization. Explore options including a Parking and Business Improvement District and more public parking structures.			
		27. Work with King County and other regional entities to improve and expand pedestrian, bike, mass transit, and other non-automobile modes of transportation and ensure inequities are addressed.			
	Sub-Goal C3: Explore options to create more types of wealth and enhance livelihood opportunities				
		28. Clarify potential role of the city in promoting more types of wealth and enhance livelihood opportunities.			
		29. Explore options for community ownership and financing in economic development projects in the City.			

Abbreviation Key: NGO – Non-Governmental Organizations, R&D – Research and Development, SBDC – Small Business Development Center, HC – Highline College, PSSC – Puget Sound Skills Center, SWKCC – Southwest King County Chamber, PD – Police Department, and ED – Economic Development