Yakima Economic Development Strategic Plan

A plan to spur and sustain the growth of Yakima's Economy over the long-term
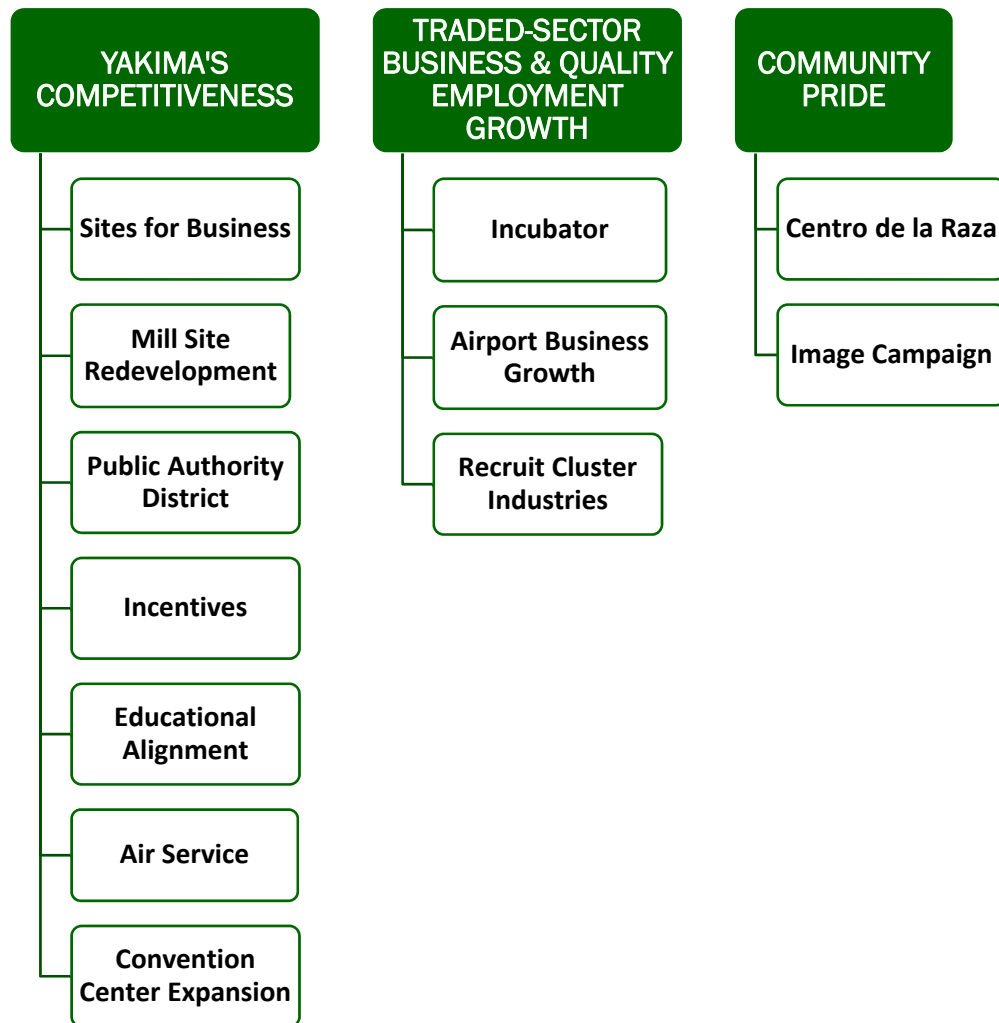
YAKIMA, WA

2017 - 2020

We aim to spur and sustain the growth of Yakima's economy over the long-term by collectively working to grow quality jobs – those jobs that pay well, enabling resident workers to buy homes and afford a quality lifestyle.

Strategic Initiatives to Spur & Grow Yakima's Economy

The Yakima Economic Development Strategic Plan defines priority economic development initiatives in the City of Yakima through 2020.

YAKIMA'S COMPETITIVENESS

- Sites for Business
- Mill Site Redevelopment
- Public Authority District
- Incentives
- Educational Alignment
- Air Service
- Convention Center Expansion

TRADED-SECTOR BUSINESS & QUALITY EMPLOYMENT GROWTH

- Incubator
- Airport Business Growth
- Recruit Cluster Industries

COMMUNITY PRIDE

- Centro de la Raza
- Image Campaign

A. Yakima's Competitiveness

In order to successfully grow the economy over the long-term, important factors need to be improved to ready Yakima for business and convention opportunities. At present Yakima is falling behind competitive communities vying for similar economic development opportunities.

SITES FOR BUSINESS

Goal:

A diverse portfolio of sites ready for business location that provide Yakima a competitive advantage because infrastructure is in place, any contamination is addressed and owners are willing to sell/lease.

MILL SITE REDEVELOPMENT

Goal

Support the redevelopment of the former Cascade Lumber Company mill site to accommodate quality jobs and increase Yakima's tax base, as well as present a quality development at Yakima's highly-visible northern "front door."

PUBLIC AUTHORITY DISTRICT

Goal

Explore the potential of a public authority district as a tool to support economic development and enhance Yakima's competitiveness to attract and retain businesses.

INCENTIVES

Goal

Responsibly offer and promote a diverse portfolio of competitive incentives that influence business investment in favor of a Yakima location.

EDUCATIONAL ALIGNMENT

Goal

Educational resources aligned to meet the comprehensive current and future needs of employers in Yakima.

AIR SERVICE

Goal

Sustain and increase commercial airline service at the Yakima Airport (YKM).

CONVENTION CENTER EXPANSION

Goal

Expand the Yakima Convention Center to host targeted groups with world-class amenities.

B. Traded-sector Business & Quality Employment Growth

To shape a sustainable economy, proactive efforts are necessary. Successful communities don't wait for businesses to show up, they organize a strong business case to meet their needs and reach out to them – be it an entrepreneur starting up a new business endeavor or a successful business that could grow successfully in Yakima.

INCUBATOR

Goal

Establish a high-quality, technical assistance incubator to boost effective business start-ups in Yakima.

AIRPORT BUSINESS GROWTH

Goal

Locate a comprehensive supply chain of traded-sector aviation companies and suppliers to prioritized sites adjacent to the Yakima Airport.

RECRUIT CLUSTER INDUSTRIES

Goal

Locate traded-sector businesses that compliment yet diversify Yakima's economic base.

C. Community Pride

Community pride initiatives complement economic development marketing and talent attraction/retention – people wanting to live and work in Yakima.

CENTRO DE LA RAZA

Goal

Establish a Latino cultural center (Centro de la Raza) to honor the diverse cultural assets of the Yakima community.

IMAGE CAMPAIGN

Goal

Enhance local pride in community and foster positive "buzz" about Yakima.

Acknowledgements

A wide array of committed and enthusiastic community leaders provided input and worked collaboratively to develop this Economic Development Strategic Plan for Yakima.

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District 6

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