

**Promoting Regional
Leadership
and Planning:**

The Olympic Coastal Region Story

**Pacific Northwest Economic
Development Council Conference
June 21, 2005**

Acknowledgements

Project Funders

- Washington Office of Trade & Economic Development
- City of Forks
- Sprint
- Workforce Education & Training Coordinating Board
- Pacific Mountain Workforce Council
- Port of Bremerton
- Jan Angel, Kitsap County
- Kitsap Regional Economic Development Council
- CenturyTel
- Economic Development Council of Pacific County
- Jefferson County Economic Development Council
- Port of Allyn
- SilverCity Group

Prologue

- Clallam, Grays Harbor, Jefferson, Kitsap, Mason, Pacific & Wahkiakum counties.
- Rich in connections to the land, water, history, culture & the people.
- Hundreds of years of natural resource based economic activity.
- People in the region survive & the tenacious, risk-takers thrive.

Olympic Coastal Region



Chapter 1 – Recent Years

- A few brave leaders connect with neighboring counties to discuss challenges & opportunities.
- Group members fluctuate with most recent efforts involving a 7-county steering committee.
- The group struggles to find agreement on next steps.

Chapter 2 – Common Ground

- Steering committee agrees to explore economic diversification involving information technology.
- WSU Center to Bridge the Digital Divide purposes a project to assemble consistent information from throughout the Olympic Coastal Region about assets for growing information based jobs.
- Project runs March to October 2004.

Chapter 3 – Regional Focus

- **Telecommunications:** Created GIS broadband maps. Collected broadband usage information.
- **Workforce:** Interviewed 41 major employers. Developed an inventory of workforce development organizations.
- **Facilities:** Identified facilities suitable for information based jobs.
- **Innovative Business Applications:** Created 12 company profiles. Identified 3 local groups supporting the technology sector. Identified innovators outside the region.
- **Target Businesses:** Developed an employer inventory for recruitment activities. Identified 6 regional economic development efforts.

Chapter 4 – Sum of the Parts

Connectedness – An overarching theme

- Telecommunications
- Innovators
- Multi-tenant, fully-wired facilities
- Workforce
- Business climate

Chapter 5 – Key Connections

- *Connected College*

A virtual higher education pilot.

- *Connected Colleagues*

Strengthen groups supporting information technology companies.

- *Connected Coast*

A regional marketing strategy.

Chapter 6 – Rest of the Story

- Change in committee membership.
- Process is stalled.
- Continued interest by some.

No where near THE END!

Lessons Learned

- Regional collaboration on economic development is not easy.
- Start with a immediate common need/challenge.
- Rally strong leadership/champion.
- Support is critical (both financial and political).
- Get beyond personality & turf issues.
- Plan on a long-term process.
- Celebrate early successes.

Epilogue

“**Regions**, not cities & towns, are what businesses consider when they decide where to locate a headquarters or open a factory.

Regions, not cities or towns, are what young professionals & skilled workers consider when they decide where to launch careers & raise families.

Regions are the only things that even show up on radar screens in the global economy.”

Karl Krapek, President, United Technologies Corporation

For More Information

- Olympic Coastal Region Project Report

<http://cbdd.wsu.edu/ework/oly>

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