

South Sound

CHAMBER CONNECTIONS

Fun Fact

SOUTH KING FIRE & RESCUE

[a Class 2 Insurance
rated Fire District]

**is recognized for its
increased capabilities
DUE IN PART TO THE
robust water delivery system**

provided by

**LAKEHAVEN
WATER & SEWER
DISTRICT**

THOUGHTS FROM THE CEO

To BRE *or not to BRE*

Okay, it's not Shakespeare, but as a Chamber Exec, I can tell you that a Business Retention & Expansion (BRE) program is a key component to economic development.

Because 80% of new jobs are created by existing businesses, retaining the companies that are currently in the South Sound and fostering their growth is a top strategic priority of the Greater Federal Way Chamber. After all, existing businesses are already in the best position to create jobs and expand the tax base.



Rebecca Martin, CCE, IOM
Greater Federal Way Chamber CEO

It's easy for retention and expansion programs to get lost in the wake of business attraction efforts, particularly if the focus is on landing one very large corporation. Just look, for example, at what happened across the country when Amazon signaled its search for new digs. Steady economic development, however, is seldom writ on such a sexy, global scale. Rather, it comes from the stabilizing force of companies currently invested in a community as their expansion tends to keep pace with steady infrastructure and workforce planning.

As the Chamber looks at what's on the horizon for business growth, we recognize the necessity of identifying industry clusters in the greater Federal Way area. Clusters have interlinked networks and tend to share common strengths and weaknesses which drive their economic activity. Once addressed, meeting the needs of one business in a cluster often ends up meeting the needs of many—and the entire economic network becomes stronger.

Retention & expansion programs also help to determine what new industry segments align with the existing business base which, in turn, supports attraction efforts. It all comes together to build an economic development strategy that is data driven for short and long term growth.

The Capital Budget passed in January included an economic development grant to the Chamber for two initiatives: business attraction, retention & expansion, and tourism enhancement. The retention and expansion component will develop strategies based on outreach to our existing business base. We plan to engage with business owners and other stakeholders to delineate operational, site, infrastructure, workforce, and other needs. The attraction component use that data to identify business clusters and emerging industries for our region.

Managing the Federal Way area as a destination that welcomes business investment as well as visitors to the South Sound is part of the Chamber's vision for economic growth. Our tourism enhancement study will identify areas for growth within the current inventory for this emerging industry.

It is a privilege to have legislators that share the vision of Federal Way as a thriving hub in our business corridor. On behalf of the business community, I want to particularly thank Representatives Kristine Reeves and Mike Pellicciotti, and Senators Mark Miloscia for their support of our region.

We are a business community on the move and we are open for business.



 **GREATER FEDERAL WAY**
Chamber of Commerce

VOLUME 02 ISSUE 01

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DISTRICT 30 LEGISLATORS SECURE MILLIONS FOR OUR REGION

The business leaders at the Greater Federal Way Chamber would like to recognize the work of **State Representatives Kristine Reeves** and **Mike Pellicciotti**, and **Senator Mark Miloscia**, who worked to secure more than \$35 million in Capital Budget funds to our area.

“Their legislative support of issues that impact our economic environment help to ensure our region thrives within a strong business climate,” said CEO Rebecca Martin. “We thank our legislators and look forward to working together for a greater good in the coming year.”

The following targeted investments will benefit our South King County communities: STEM Grant for Saghali Middle School, \$2,800,000; Highline College Health Sciences Building, \$23,372,000; Des Moines Marina Project, \$2,000,000; Auburn Valley YWCA, \$763,000; FUSION Transitional Housing Program, \$500,000; Performing Arts & Event Center, \$1,000,000; Dash Point State Park Bridge Replacement, \$553,000; Weyerhaeuser Land Conservation, \$250,000; Federal Way Senior Center Kitchen, \$175,000; Safe City Camera Replacement/Expansion, \$250,000; Recovery Place (Valley Cities Mental Health), \$2,000,000; Auburn Youth Resources/NEXUS Homeless, \$500,000; HealthPoint Dental Clinic Capacity, \$900,000; and Federal Way Chamber Economic Development, \$250,000.

DATA DRIVEN ECONOMIC DEVELOPMENT

The Chamber received funding for two economic development studies focused in the South Puget Sound area: Business Attraction, Retention & Expansion and Tourism Enhancement.

“We know we need to expand the scope and metrics of economic development to reflect a more regionally connected understanding of how to expand business opportunity,” said Martin.

“The Chamber is working to build a blueprint on what we can do to make it easy to do business in the greater Federal Way area and that process includes addressing trends that will impact us in the future while identifying areas for economic growth.”

BUSINESS ATTRACTION, RETENTION & EXPANSION

The program for economic development has two component studies: business retention & expansion, and business attraction. These concurrent and integrated approach to strengthen and diversify our economic base will be based on data gathered from the existing businesses.

“Business builds business and business creates jobs,” said Martin. “We must be responsible for the business climate we create and reaching out to our business community will help us quantify the effectiveness of current policies and processes, ideally removing barriers and bringing change if needed.”

Retention and expansion programs also drive business attraction efforts as the data gathered identifies growth possibilities that fit both business needs and regional opportunities. The Chamber project also will monitor business trends within defined and targeted business segments.

TOURISM ENHANCEMENT STUDY

The Chamber considers the tourism sector a key component for a destination management strategy, particularly as we look to welcome a creative class and an innovation economy. In fact, investment decision makers experience a community first through visitation, making tourism an integral part of urban renewal strategies for economic growth.

The Tourism Enhancement study will develop an inventory of the Federal Way area as a tourism sector, driving a destination development strategy which incorporates messaging to support business attraction, retention and expansion efforts. The TEP inventory and analysis is designed to support economic possibilities in the development of destination clusters within the greater Federal Way area.

“We believe these programs will discover actionable items, based on data not anecdotes, so that resources can be deployed to meet the needs of our businesses,” said Martin. The Chamber will work with its economic development foundation, Jobs for South Sound, as well as identified regional stakeholders to develop these initiatives.



JULY 13
Noon Shotgun



Hit the clubs, network, & increase community visibility on the green.

Through Jul 1:
\$150 / person
\$600 / foursome



Golf Classic includes boxed lunch, golf cart, dinner, perks at the holes and more!

For more information on the 2018 Golf Classic, contact the Chamber:

253.838.2605

federalway@federalwaychamber.com

WHEN

FRIDAY, JULY 13, 2018
CHECK-IN BEGINS AT 10:30
SHOTGUN START AT NOON
BAR OPENS AT 5
DINNER AND AWARDS FOLLOW

WHERE

TWIN LAKES GOLF & COUNTRY CLUB
3583 SW 320TH STREET
FEDERAL WAY

PRICE

\$150/PER GOLFER EARLY BIRD
\$165 FULL-PRICE
\$600/\$660 PER FOURSOME
DINNER ONLY \$30
EARLY BIRD ENDS JULY 1

Foursome A (check one): Men Ladies Mixed

Player 1: _____

Player 2: _____

Player 3: _____

Player 4: _____

Foursome B (check one): Men Ladies Mixed

Player 1: _____

Player 2: _____

Player 3: _____

Player 4: _____

Please return form to Rachel Porter (rporter@federalwaychamber.com).
Call 253.838.2605 for more information.



TARGET MARKETING TO PUBLISH CHAMBER MAP



The Greater Federal Way Chamber of Commerce is pleased to be working with the cartographic and marketing firm of Target Marketing to publish a new, up-to-date, full-color Greater Federal Way Street Map and Resource Guide.

At the Chamber, we like to say that when you're looking for the path to success, all you have to do is Take the Federal Way! Our accurate, user-friendly map is a popular item not only for newcomers and visitors to the region but it also

as part of business expansion, retention and attraction efforts.

Expand Your Marketing Reach! According to "The New Movers Marketing Potential" published by relevategroup.com:

- Over 12% of the U.S. population moves each year, that is 37.1 million people in 15.8 million households
- New homeowners spend more within 6 months than the average consumer spends in 3 years
- New mover expenditures total more than \$150 billion annually

The Business and Professional Showcase Directory section offers the opportunity to promote your business. This section will classify participating businesses by category, including a brief description of their products and/or services. Advertising space on the back cover and a limited number of interior display panel ads are also available. Participating advertisers will receive a complimentary supply of the folded maps based on level of participation.

This publication will be the only official map endorsed and distributed by the Greater Federal Way Chamber of Commerce. Target Marketing, a member of your Chamber, is an approved vendor and will be contacting you on our behalf, beginning in March 2018.

Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners. Space is limited, and sponsorships are reasonable, especially considering more than 5,000 maps will be printed and available for the next 18-24 months. In addition, an online version of the map be linked from the Chamber's website.

For information on advertising space, contact our Target representative is Scott Robertson, (800) 933-3909, srobertson@chambermaps.com.

Membership Luncheons

MARCH 7

Whiskey in the Jar, O!
Mike Gifford, Blackfish Spirits Distillery

APRIL 4

TBD, awaiting confirmation

MAY 2

So Hot, They're Cool: Coffee for an Int'l Market
Joe Mancuso, General Manager, Caffe Dart
★ Sponsorship Available

JUNE 6

Operating in a Global Environment
Pete Shimer, CFO, Deloitte
Sponsored by Port of Seattle

JULY 10

Opioid Epidemic: A Public Health and Cultural Crisis
Dr. Daniel T. Warren, MD, Deputy Chief
Anesthesiology, Pain Clinic Services, Virginia
Mason Medical Center
★ Sponsorship Available

AUGUST 1

State of the Chamber
CEO Rebecca Martin, CCE, IOM
Sponsored by Heritage Bank

SEPTEMBER 5

City Biannual Budget Update
Mayor Jim Ferrell
Sponsored by Virginia Mason

OCTOBER 3

Candidate Forum: WA Legislature
Sponsored by Red Canoe Credit Union

NOVEMBER 7

State of Education
Dr. Tammy Campbell, Superintendent
Sponsor Awaiting Confirmation

DECEMBER 5

Lance Lyttle, Managing Director, SeaTac
International Airport
★ Sponsorship Available

Welcome TO THE CHAMBER NETWORK



Burman Design
Linda Burman
burman.design
1600B SW Dashpoint Rd. #17
Federal Way, WA 98023
253.508.2658



Do The Right Thing
Chery Hurst
3416 S 268th Pl
Auburn, WA 98001
253.334.1020



Federal Way Tony
Tony Pagliocco
federalwaytony.com
32245 8th Ave SW
Federal Way, WA 98023
206.234.6424



Five Star Painting of Federal Way
Terry Koubele
fivestarpainting.com
34310 9th Avenue South, #103
Federal Way, WA 98003
253.517.7036



The Pipe Guys
Lisa Grossruck
pipeguys.com
10741 A St, BLDG A
Tacoma, WA 98444
253.691.5218



Funeral Alternatives of Washington
David McNeil
funeralalternatives.org
31919 6th Ave S, Suite 200
Federal Way, WA 98003
206.212.4377



The Law Office of Morgan
Fletcher Benfield, PLLC
Katie Backovski
benfieldlegal.com
1201 Pacific Ave, Ste 600
Tacoma, WA 98402
253.203.3379



MultiCare Health System
Brett Colbo
multicare.org
PO Box 5299, MS: 31861-1-UC
Tacoma, WA 98415



Piper's Playground
Lisa Shook
pipersplaygroundfw.com
Federal Way, WA 98003
206.412.4922

MEMBERSHIP RENEWALS

40+ years

Highline College
Stanford Insurance Inc.
Federal Way Library

30+ years

Mark Freitas CCIM, Commercial Real Estate Consultant
Multi-Service Center
Neo-Life Health & Fitness (GNLD)
St. Francis Hospital

20+ years

Café Pacific Catering
Edward Jones - Dan Altmayer, Financial Advisor

15 - 19 years

FUSION

10 - 14 years

Azteca
BECU - Federal Way Pavilion

5 - 9 years

Christian Faith School
Historical Society of Federal Way
Pearson Chiropractic

1 - 4 years

Lorri Munsey-Snyder Insurance Agency, INC/Farmers Insurance
Pacific Bonsai Museum

Village Green Retirement Campus
Total Equipment Care, Inc.

New Members and Renewals from December 1, 2017 - January 31, 2018
Find our members in the online directory at federalwaychamber.com.

MEMBERS

Makin'

IT HAPPEN



B

ELONGING TO THE CHAMBER HAS BEEN ONE OF THE KEYS TO MY SUCCESS. A GOOD PERCENTAGE OF MY BUSINESS STEMS FROM MY INVOLVEMENT AS AN AMBASSADOR AND I LOVE MAKING CONNECTIONS WITH OTHER BUSINESS OWNERS THAT I CAN REFER MY CLIENTS TO!"

- Sarah Asay, Chamber Ambassador



Contributing Photographer: LaRaye Rushing

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& MORE*

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Federal Way's locally owned print and mail center.

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