

South Sound

CHAMBER CONNECTIONS

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THOUGHTS FROM THE CEO

Resolutions

The problem with resolutions for the New Year is they tend to focus on flaws in need of moderation. However, I believe any new beginning requires only a determination to move forward from where you are... flaws and all. Resolving to be brave and look ahead does not require unflawed perfection—it requires vision.



Rebecca Martin, CCE
Greater Federal Way Chamber CEO

In 2018, the Chamber is resolved to be both bold and resilient as we ask questions, looking for answers that will lead us all to a strong, shared future.

- If people and talent are the new inventory for economic development and investment decisions, what aspects of our workforce and talent pool are largely unidentified or misunderstood?
- What job creation opportunities exist in the supply chain opportunities between commerce centers at the two ports?
- How can we get beyond issue-specific government relations and nurture shared views of the future between public and private sectors?
- What resources can we align to attract the next generation of workforce?
- What are the long-range challenges in transportation for movement of people and goods?
- How can we be more intentional about building networked leadership across a broader group of leaders in allied entities?

Business leaders at the Chamber are resolved to address these and other questions with our community partners as we work together for economic prosperity. The national Chamber industry asks us to look toward the Horizon and be prepared for what lies ahead in the coming years. Your Chamber's Vision 2025 is designed for listening to our business base and our community partners to make our economic base sustainable. As Vision 2025 collects data and input, we are developing the tools we need to focus on growth that is strategic, long-term, and in the best interest of the entire community.

And even without asking, I know it's going to be a great year!

A handwritten signature in black ink that reads "Becca".

 **GREATER FEDERAL WAY**
Chamber of Commerce

VOLUME 01 ISSUE 03

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BUSINESSES SCORE THROUGH MENTORING



Photographed Above: Jeff Freedman, Vice Chair South Sound/Tacoma Chapter, SCORE; Laurie Heinz, Stratus Law; Asako Fujikura, Member Relations Specialist, Greater Federal Way Chamber

The Greater Federal Way Chamber and South Sound/Tacoma SCORE are working in partnership to support small business growth in the Federal Way region with free mentoring services.

“This partnership is a natural fit for the Chamber’s regional scope of work in the south Puget Sound area,” said Chamber CEO Rebecca Martin. “Like the Chamber, SCORE is dedicated to connecting business expertise in our business corridor.”

South Sound/Tacoma SCORE is a team of nationally Certified Mentors who provide free professional counseling to aspiring entrepreneurs and small business owners in Pierce, Thurston, Lewis, Mason, Grays Harbor and South King counties.

Jeff Freedman, Vice Chair of the SouthSound/Tacoma Chapter, SCORE, “Our partnering with the Chamber makes the opportunities for mentoring even stronger.”

As a resource partner of the U.S. Small Business Administration (SBA), SCORE has helped more than 10 million entrepreneurs through mentoring, workshops and educational resources. Small business owners who receive three or more hours of mentoring report higher revenues and increased growth, according to SCORE statistics.

“We’re particularly pleased to partner with SCORE in providing this opportunity in the Federal Way area,” said Martin. “We are a thriving business hub in the corridor between Seattle and Tacoma and now there is no need to travel to access these benefits—the expertise we need for economic development is right here.”

SCORE offers free mentoring to new and established businesses at the Greater Federal Way Chamber of Commerce every Monday from 9 to 11 a.m. To schedule an appointment, call Asako Fujikura, Member Relations Specialist, (253) 838-2605.

“The Federal Way area is primed for business growth, said



Join us for
a conversation with

Attorney General Bob Ferguson

The economic performance of our state is tied to an inclusive business climate supported by laws that allow us to operate more efficiently while serving the best interests of our community. Join the Greater Federal Way Chamber of Commerce as we welcome Bob Ferguson, Washington State’s 18th Attorney General.

January 23, 2018 • 8:30 - 10:00 a.m.
Twin Lakes Golf & Country Club

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Register Today
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Open to the Community!

WINERIES, BREWERIES, AND DISTILLERIES AS ECONOMIC DRIVERS

CHAMBER VISION 2025



Abbe Vineyard Winery

The Greater Federal Way Chamber of Commerce identified destination management as a key component to attracting, retaining and expanding business and the workforce those businesses support as part of its Vision 2025 project, announced in August 2017.

In the quest for economic growth and talent recruitment, it's all about location and the needs of the talent pool in this area are shifting. Place making (destination) is increasingly the deciding choice for highly-sought candidates rather than the job itself, says chiefexecutive.net. This is particularly true for the millennial and gen x generations of business owners.

What is this talent pool looking for when making a decision? Many of the usual things, but with one extra consideration. They are looking for something to do as part of their work/life balance. This workforce likes bicycling to work, access to outdoor activities, and importantly, enjoying live music at a venue serving locally-sourced food and craft beer, wine, or spirits.

As the Chamber envisions developing Federal Way as a unique business destination with regionally

connected opportunities, we look to the development of the multi-billion dollar industries of wineries, breweries, and distilleries. These powerful economic engines will add value to business efforts to recruit talent and welcome the wealth generated by an innovation economy.

According to the National Association of American Wineries, the US wine industry contributes more than 1.7 million direct and indirect full-time jobs across the country. The state of Washington is a top producer for the industry, ranking #5 for economic impact.

In 2016, Washington produced approximately 17.5 million cases of wine, with a record harvest of 270,000 tons. Our state is focused on the premium wine market segment, says washingtonwine.org, and had a total economic impact of \$2 billion.

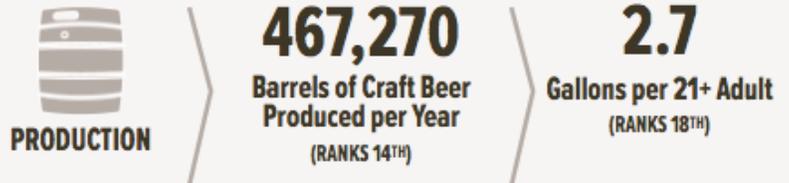
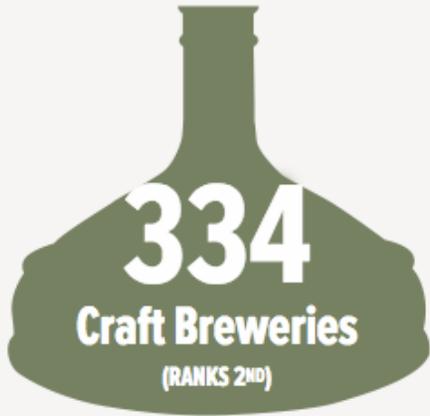
Clearly, wine is a steady growth industry for Washington. There are 250 wine grape growers, 14 American viticultural areas, and more than 900 wineries—one of which is in Federal Way. The Chamber is pleased to note that the City's first winery, Abbe Vineyard Winery, is not only part of our business network, but also of Washington's economic base.

Craft breweries also are a growth industry in the United States. Washington statistics show there are 334 breweries in the state producing 467,270 barrels of craft beer per year with an overall economic impact of \$1.8 billion. The Brewer's Association notes that the Washington brewery industry is ranked in the top 20 for economic impact, impact per capita, production and gallons sold, per 21+ adults.

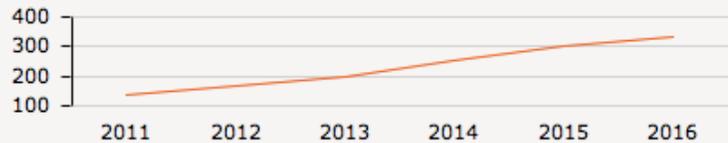
Craft breweries appeal to both the existing and incoming talent pools. Craft breweries are small brewers who tend to be involved in their communities through philanthropy and sponsorship. "The hallmark of craft beer and craft brewers is innovation," notes craftbeer.com. "Craft brewers interpret historic styles with unique twists and develop new styles that have no precedent."



WASHINGTON



NUMBER OF CRAFT BREWERIES OPERATING PER YEAR



Photo/Infographic © Brewers Association

Importantly, the business characteristics of craft brewers match those of a knowledge-based workforce and a creative class, both of which the Chamber expects to be drawn to the area with the Performing Arts & Events Center and the Light Rail station. There are currently 20 microbreweries between Seattle and Tacoma. None of them are located in Federal Way.

The workforce that embraces wineries and breweries also enjoys the craft spirits market. In its 2016 Economic Briefing, the Distilled Spirits Council notes steady growth in the craft spirits industry as consumers look for brands with authentic, interesting backstories. That demand for spirits has increased and cocktails are positioned to meet the search of an adult workforce for unique, craft spirit experiences.

There are 126 distilleries in Washington, none of them in Federal Way. Surprising, since, according to the Washington Post, no state has birthed more craft distilleries than Washington, largely due to state laws that support the growth of this industry.

Additionally, wineries, breweries, and distilleries pair well with local food movements, spurring additional job creation in the hospitality and retail industry segments

which are strong components in the City's current economic base.

Managing Federal Way as a destination that attracts talent and welcomes business expansion demands that we think beyond what we've always done and strategically consider what could be. Consider, that within these three economically thriving industries in the state of Washington, Federal Way has only one business.



As our Vision 2025 project looks to its focus areas of workforce and destination, the Chamber supports the City and its Planning Commission in the revision of regulatory requirements so that wineries, breweries, and distilleries can take root in Federal Way.

Welcome TO THE CHAMBER NETWORK



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5 - 9 years

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Kelley Imaging Systems

1 - 4 years

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**New Members and Renewals from October 1 - November 30, 2017
Find our members in the online directory at federalwaychamber.com.**

MEMBERS *Makin'* IT HAPPEN



“*B*

BEING A MEMBER OF THE GREATER FEDERAL WAY CHAMBER OF COMMERCE IS LIKE RECEIVING A STAMP OF APPROVAL FROM THE PREEMINENT BUSINESS ASSOCIATION IN THE REGION.”

- Holly West, Chamber Ambassador



Contributing Photographer: LaRaye Rushing

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& MORE*

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