VISION: WHERE TECH LIVES

 Tacoma-Pierce County is a world class preferred leader in technology, innovation, investment and job creation.

MISSION: LATTICE OF INNOVATION

Foster a lattice of innovation that makes the South Sound a hub for technology business talent.

MEASURABLE OUTCOMES

1) A growing, diverse community of technology business and talent.

2) Mission-critical office, lab and data center space are plentiful and in demand.
After a clear vision, mission and desired outcomes were established, the team focused on creating strategic goals to propel growth of Tacoma-Pierce County’s technology sector.

The team decided on three goals based on the needs and opportunities of the tech community. Pathways for implementation through specific tactics.

**GOAL ONE**

Raise the profile of the South Sound as an emerging technology leader.

**COMMUNICATIONS & MARKETING TACTICS**

- Repeatedly share success stories of Pierce County tech companies who exemplify "Where Tech Lives."
- Share success stories widely, and on many platforms.
- Curate a regularly updated event list.

**NETWORKING TACTICS**

- Be an active part of the region by attending local events and by representing the Tacoma-Pierce County tech community at events in neighboring communities.
- Leverage the convention center and new hotel.
STRATEGIC GOALS

OVERVIEW OF GOALS & TACTICS

GOAL TWO
Develop local talent and recruit new talent nationally and internationally.

COMMUNICATIONS & MARKETING TACTICS
- Catalyze an "18-hour community" - dining, nightlife, outdoors, etc.

OUTREACH & RESEARCH TACTICS
- Discover why individuals have left community and develop programming to "bring 'em home".
- Calculate Quality of Life data factors such as Cost of Living, Earning Power, and Burn Rate.

GOAL THREE
Retain, expand and recruit specific technology firms.

RETENTION, EXPANSION & RECRUITMENT TACTICS
- Help current tech companies succeed through regular meetings.
- Market the great facilities and space currently available.
- Create a "Top 20" target list for recruitment.
- Compile a target list database of 20-50-100 companies and their key leaders. Meet directly with "higher ups" of target companies and leverage network to meet high profile leaders.
- Analyze tech commuters and target them and their employers.
CLUSTER ACCELERATION PROCESS

ASSEMBLY & METHODOLOGY

THE EDB RECRUITS 2 CO-CHAIRS

THE EDB & CO-CHAIRS RECRUIT TEAM OF 15-20

TEAM COMMITS TO MEET 4 TIMES TO PRODUCE A STRATEGIC PLAN

TEAM ESTABLISHES VISION, MISSION, GOALS & TACTICS

TEAM IDENTIFIES PRIMARY BUSINESSES, SUPPLIERS, & ECONOMIC FOUNDATIONS IN ECOSYSTEM

TEAM BRAINSTORMS OPPORTUNITIES TO STRENGTHEN THE CURRENT CLUSTER COMMUNITY

TEAM CREATES A STRATEGIC PLAN

THE EDB CONSIDERS RECOMMENDATIONS & DECIDES WHICH TO CHAMPION

THE EDB SHARES PLAN AND INVITES THE COMMUNITY TO TAKE PART

TEAM MEMBERS

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DEREK YOUNG
Seasonal View

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Economic Development Board for Tacoma-Pierce County
Clusters are geographically specific groups of interconnected companies. By clustering near each other, businesses can increase their productivity, accelerate innovation, and stimulate new business formation. Regions with fully developed clusters have higher levels of job creation, higher wages, and higher levels of wealth creation than regions without well-integrated clusters.

At the apex of the cluster are **primary firms**, which export products or services outside of the region. A network of **supplier firms and partners** provide raw materials, components, parts and specialized services to the primary firms. Supporting both the lead firms and suppliers/partners are, **economic foundations**, which include educational institutions and programs, physical and technological infrastructure, access to capital, tax and other business climate policies, and quality of life.
Cluster acceleration is a long-term play. Unlike traditional economic development efforts of specific business recruitment and retention, cluster work has systematic impacts that enhance the entire cluster of the economy over time.

Through implementing this strategic plan the goal is to support and encourage meaningful growth of the technology sector in Pierce County over the next five years.

Next steps will be an implementation process into the community managed by Jacqueline Moffo, Economic Development Manager with the Economic Development Board for Tacoma-Pierce County. You can reach Jacqueline at 253-284-5899 and jacqueline@edbtacomapierce.org.

Thank you to all of the Technology Cluster Acceleration Team members who worked hard to craft this strategy. Now, onward to implementation and successful growth for Tacoma-Pierce County!