



City Council Meeting Schedule April 2017

April 4, 2017

Tuesday, 5:00 p.m.

WORKSHOP MEETING

Tour of Potholes (Transportation provided)

Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

April 11, 2017

Tuesday, 6:30 p.m.

WORKSHOP MEETING - **CANCELLED**

*Historic Downtown Kennewick Partnership Annual
Downtowner Banquet (Clover Island Inn.)*

April 18, 2017

Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. 2016 Fire Department Annual Report

Tuesday, TBD*

REGULAR COUNCIL MEETING *(to begin immediately
following conclusion of the workshop.)

April 25, 2017

Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Visit Tri-Cities Annual Report
2. Open Public Union Contracts Negotiations
3. Year-End Financial Update
4. Comprehensive Plan Amendment Update -
Economic Development

To assure disabled persons the opportunity to participate in or benefit from City services, please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

Please be advised that all Kennewick City Council Meetings are Audio Taped

April 2017
Updated 4/18/17

Council Workshop Coversheet



Agenda Item Number	1.	Meeting Date	04/25/2017
Agenda Item Type	Presentation		
Subject	Visit Tri-Cities Annual Update		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

Kris Watkins, President & CEO of Visit Tri-Cities will provide the 2016 Annual Report.

Through

Terri Wright
Apr 19, 12:15:22 GMT-0700 2017

Dept Head Approval

City Mgr Approval

Marie Mosley
Apr 19, 15:03:05 GMT-0700 2017

Attachments:

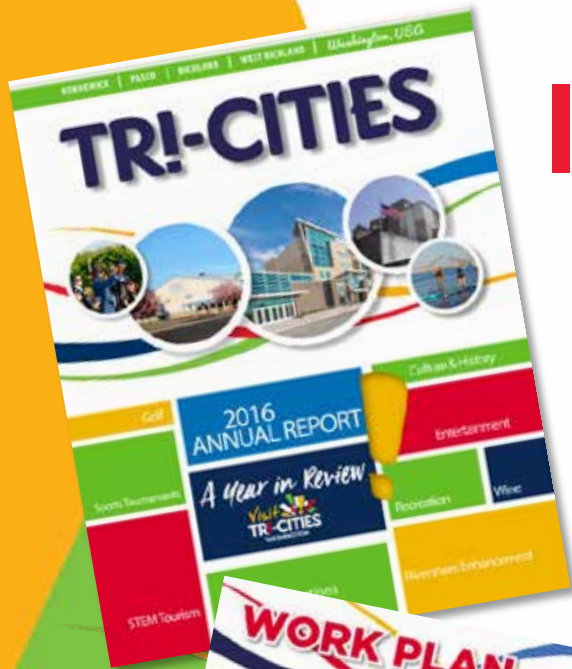
Reserve Request
Presentation



Annual Report



Prepared for: The City of Kennewick, April 25, 2017

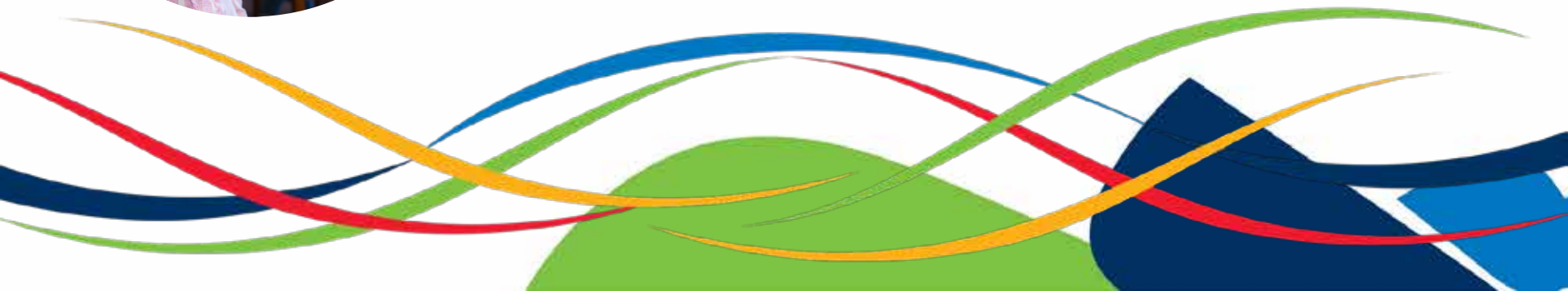


ITEMS FOR DISCUSSION

- 2016 State of the Tourism Industry
- Overview of Deliverables
- 2017 Work Plan
- TPA Reserve Request



- **\$432.9 million** visitor spending
- **5,900 jobs**
- **\$16.5 million** in taxes for the Tri-Cities



Tri-Cities Guest Rooms Sold

	2015	2016	Variance
Kennewick	299,545 rooms	311,793 rooms	+12,248
Richland	242,397 rooms	241,584 rooms	-813
Pasco	126,693 rooms	136,718 rooms	+10,025
Tri-Cities	668,635 rooms	690,095 rooms	+21,460

Based on TPA Collections

Hotel Motel Tax Distributions

	Kennewick	Pasco	Richland	Totals
2012	\$414,690	\$240,068	\$355,025	\$1,009,783
2013	\$419,600	\$242,447	\$388,286	\$1,050,333
2014	\$450,615	\$249,616	\$410,019	\$1,110,250
2015	\$507,935	\$260,941	\$479,049	\$1,247,925
2016	\$539,578	\$274,798	\$475,641	\$1,290,017

TRI-CITIES HOTELS

- 4,191 Guest Rooms
- 833 New Guest Rooms
- 24.8% Increase since 2015



**HOME2
SUITES**



**The Lodge at
Columbia Point**



Hampton Inn & Suites

CONVENTION & SPORTS

- Hosted **214** conventions & sporting events in 2016
- **\$38.5 million** in visitor spending
- **210** future events secured, which will result in an estimated **\$53.8 million** in visitor spending



MEDIA OUTREACH

- 88 Tri-Cities travel related stories
- 52,929,877 positive media impressions



INTERNET MARKETING

- 249,453 visitors to website
(30% increase in visitors)
- 786,169 page views
(65% increase in page views)
- Social Media
 - 19,855 Facebook Fans
 - 4,558 Twitter followers
 - 10,614 “Your Weekend Starts Here” subscribers



PRINT & TELEVISION ADVERTISING

\$142,000 in print advertising
& internet marketing



1,300 ads

aired in the Puget Sound,
Portland, Spokane and
Boise regions.



VISIT TRI-CITIES PUBLICATIONS

- Official Tri-Cities Visitor Guide
- Golf & Wine Brochure
- Tourism News
- Shop & Dine Guide
- Wine & Art Guide
- Sports Map

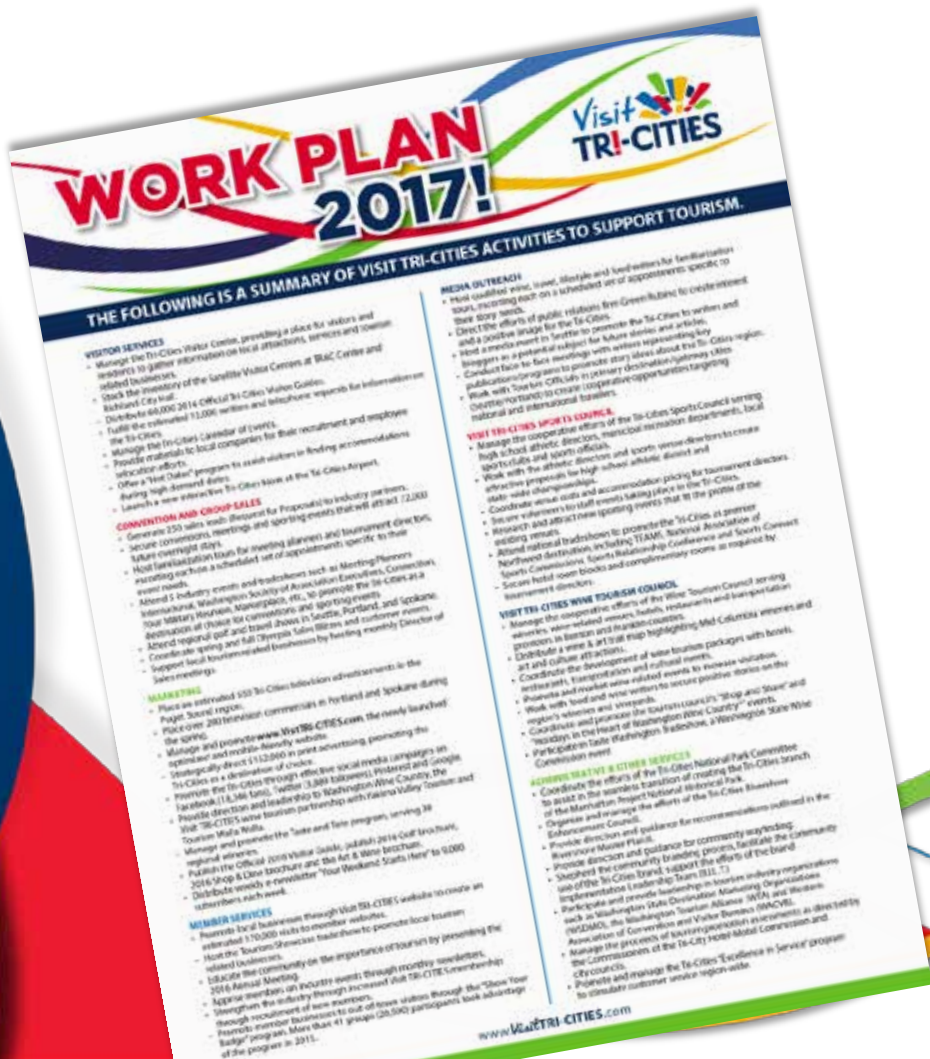


PROGRAMS & INFRASTRUCTURE PROJECTS

- Tri-Cities National Park Committee
- Wayfinding
- Tri-Cities Wine Tourism Council



WORK PLAN FOR 2017



TPA RESERVE ACCOUNT REQUESTS

FUNDS AVAILABLE FOR REINVESTMENT \$275,000

PROPOSED PROJECTS:

Print Ads	\$15,000
Digital Marketing	\$90,000
Television Ads	\$20,000
Promotional Items	\$35,000

Reserve Request Total = \$160,000





TR!-CITIES
WASHINGTON

THANK YOU!



P.O. Box 2241
Tri-Cities, WA 99302-2241
509-735-8486
1-800-254-5824
www.VisitTRI-CITIES.com
info@VisitTRI-CITIES.com

April 18, 2017

Mr. Marie Mosley
City of Kennewick
P.O. Box 6105
Kennewick, WA 99336

Dear Ms. Mosley:

Thank you for the opportunity to present the Visit TRI-CITIES 2016 Annual Report, 2017 Work Plan and to make a request to utilize Tourism Promotion Area reserve funds to the Kennewick City Council on Tuesday, April 25, 2017.

On behalf of the Tri-City Regional Hotel-Motel Commission, Visit TRI-CITIES would like to request the transfer of \$160,000 from Tourism Promotion Area Reserve Account to be used for supplemental tourism related projects this year.

We prepare the Tourism Promotion Area (TPA) budget in July of each year for the following calendar year. As is the case with most every budget process, there are always more worthy projects to be considered than funds to support them. We manage our resources carefully to ensure our expenses never exceed our projected income and we budget conservatively. As a result, the TPA Commissioners have identified \$275,000 in funds available for reinvestment in tourism related projects over the next two years.

The funds available for project investment are in addition to the minimum reserve requirement of \$300,000, the amount set based on the recommendation of the City Managers who participate in at Commission meetings as Ex-Officios. It is the Commission's position that once the reserve account reaches this level, that any additional funds should actively be used to promote the Tri-Cities as a destination; creating increased visitor spending in the community. The projects under consideration accomplishes that goal.

Given that the balance of the Tourism Promotion Area Reserve Account exceeds the acceptable level of \$300,000; the Commissioners of the Tri-City Regional Hotel-Motel Commission have voted in favor of re-investing the surplus revenues, in the amount of \$160,000 that will help tourism related projects including digital, print and television advertising and promotions to increase leisure travel stays and secure new conventions and sports tournaments. A summary of the projects and the associated expenditures is attached for your review.

Again, thank you for your consideration and support of the tourism industry. I am available for any questions or comments you may have.

Sincerely,

A handwritten signature in black ink that reads "Kris Watkins". The signature is fluid and cursive.

Kris Watkins
President and CEO

Enclosure

Tri-City Hotel-Motel Commission Tourism Reserve Balance Request

The TPA Commissioners have unanimously voted to request \$160,000 from the reserve account for the following future projects.

Advertising

1. Traditional Print Advertising

Pedal Washington

Pedal Washington targets bike enthusiasts and has a distribution of 17,000. Full pages advertisements are \$2,000 and can be placed in the summer and fall issues. **\$4,000**

Meetings Today

Meetings Today targets meeting planners both regionally and nationwide. We will place ads in the Meetings in Wine Country issue and the fall DMO issue. **\$5,500**

Seattle Magazine

Seattle Magazine is a lifestyle magazine targeted to Puget Sound area residents, we will add to our regular budgeted insertions in issues that cover wine country and outdoor recreation. **\$5,500**

2. Digital Advertising

Trip Advisor

We currently have a campaign running from February 1 through March 31 with placement on Walla Walla, Yakima, Woodinville, Chelan, Spokane, Coeur d'Alene, etc. We will supplement the campaigns currently running February- March adding six months (April, May, June, August, September October). **\$21,000**

Facebook/Instagram Banner Ads

These can either be run targeting a specific market or just as a "Quality of life" in the Tri-Cities message. To run April through October split between wine, leisure packages and cycling. **\$21,000**

C-Vent

C-Vent offers video advertising targeted to its membership. Pricing is based on views and you pay each time a viewer watches a minimum of 30 seconds of the promo. **\$10,000**

Connect Sports

Increased sponsorship for the August 2017 convention which allows for e-blasts and push notifications to attendees during the conference. **\$10,000**

WA Bikes and Cascade Bicycle Club

WA Bikes and Cascade Bicycle Club have merged and have an electronic distribution of 100,000 bike enthusiasts. Social media and e-blast advertisements would be placed in the Spring and Fall. **\$5,000**

Digital Advertising (General) - \$23,000

- Video Impressions
- Site Re-Targeting
- Search Re-Targeting
- Keyword Targeting

3. Television Advertising

Television Advertising

We currently run six-week long television ad campaigns in the spring and fall in Seattle, Portland, Boise, Spokane. We will extend the current campaigns and have a lesser but constant presence in the summer months. **\$20,000**

Promotions

1. Value Added Packages: Free Wine in the Tri-Cities

Stay two nights and receive a voucher for \$40 at a local wine bar. The fees would be split similar to what is outlined above for golf. **\$12,500**

3. Value Added Packages: Free Food in the Tri-Cities

Targeted to bike enthusiasts who travel, stay two nights and get a \$40 gift certificate to a locally owned restaurant. Similar to golf above. **\$12,500**

4. Meeting Planner Familiarization (Fam) Tour Bonus

Visit TRI-CITIES currently hosts meeting planners for Fam tours which include overnight accommodations and meals. This promotion would encourage qualified meeting planners to bring a guest, enjoy a hosted weekend getaway in addition to a customized tour of hotels, venues and attractions based on event needs. The increase cost for 2 nights stay, activity (golf, spa or cruise) plus dinners could cost as much as \$500 per Fam. Our goal is to host 20 of these Fam tours. **\$10,000**

TOTAL TPA Reserve Request = \$160,000

Council Workshop Coversheet



Agenda Item Number	2.	Meeting Date	04/25/2017
Agenda Item Type	Reports/Plans		
Subject	Open Public Union Negotiation Contracts		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	City Manager		

Info Only	☒
Policy Review	☐
Policy DevMnt	☐
Other	☐

Summary

At a recent Council meeting, Councilmember Trumbo requested that Council consider open public union contracts negotiations. City Council agreed to discuss this item in an upcoming workshop.

Through

Terri Wright
Apr 20, 14:43:49 GMT-0700 2017

Attachments:

Dept Head Approval

City Mgr Approval

Marie Mosley
Apr 20, 14:45:34 GMT-0700 2017

Council Workshop Coversheet



Agenda Item Number	3.	Meeting Date	04/25/2017
Agenda Item Type	Presentation		
Subject	2016 Financial Results		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Finance		

Info Only	☒
Policy Review	☒
Policy DevMnt	☐
Other	☐

Summary

Each spring after Finance completes the process of closing the prior year, staff provides Council with an updated report on the City's financial condition and a review of the prior year's financial activity. The presentation at the April 25th workshop will cover the 2016 financial results for the City's general governmental operations, capital program, and enterprise operations. Additionally, staff will be providing Council with an overview of the spring 2017 budget adjustment, which is scheduled for City Council's formal consideration at the regular meeting of May 2, 2017.

Through

Dept Head Approval

City Mgr Approval

Dan Legard
Apr 19, 12:13:34 GMT-0700 2017

Marie Mosley
Apr 19, 15:04:40 GMT-0700 2017

Attachments: PowerPoint



2016 Financial Review

City Council Workshop
April 25, 2017

General & Street Funds (Thousands)

	Adj Budget 2015/2016	Actual 2015	Actual 2016	Actual 2015/2016	% Rec/Spent
Revenues:					
Taxes	\$ 70,860	\$ 34,721	\$ 35,866	\$ 70,587	99.6%
Licenses & Permits	1,414	829	888	1,717	121.4%
Intergovernmental Revenues	6,912	3,505	3,956	7,461	107.9%
Charges for Services	10,018	4,434	4,325	8,759	87.4%
Fines & Forfeitures	2,782	1,200	869	2,069	74.4%
Miscellaneous Revenue	1,111	672	540	1,212	109.1%
Other Financing Sources	5,303	2,397	2,397	4,794	90.4%
Total Revenues	\$ 98,400	\$ 47,758	\$ 48,841	\$ 96,599	98.2%
Expenditures:					
Salaries & Benefits	\$ 70,698	\$ 33,271	\$ 34,061	\$ 67,332	95.2%
Supplies	2,829	1,280	1,594	2,874	101.6%
Services	8,351	3,781	4,354	8,135	97.4%
Intergovernmental Services/Payments	9,809	5,393	5,094	10,487	106.9%
Interfund Transfers	6,357	3,595	2,764	6,359	100.0%
Capital Outlay	272	17	52	69	25.4%
Total Expenditures	\$ 98,316	\$ 47,337	\$ 47,919	\$ 95,256	96.9%
Excess (Deficit) Revs over Exps	84	421	922	1,343	
Beginning Fund Balance	2,424	2,424	2,845	2,424	
Ending Fund Balance	\$ 2,508	\$ 2,845	\$ 3,767	\$ 3,767	
Required Ending Fund Balance	\$ 2,458	\$ 2,458	\$ 2,458	\$ 2,458	
Excess over Req Reserve	\$ 50	\$ 387	\$ 1,309	\$ 1,309	

Operating Funds Highlights

- Overall revenue growth of 2.3%
 - o Growth in taxes of 3.3% (approx. \$1.15M)
 - o Growth in Intergovernmental revenues of 13% (approx. \$450K)
 - o Decline in fines & forfeitures of 28% (approx. \$331K)
- Expenditure growth of 1.2%
 - o Increase in salaries & benefits of 2.4% (approx. \$790K)
 - o Decline in Intergovernmental Services of 5.5% (approx. \$299K)
 - o Decrease in interfund transfers of 23% (approx. \$831K)

Operating Funds Highlights (cont'd)

- Ending fund balance > 5% req.
- Increased strategic reserve to \$2.75M
- Vulnerabilities for 2017/2018:
 - o 2017-2019 State Budget
 - o Snow & ice removal costs
 - o Intergovernmental contracts

2016 Capital Program Highlights

- Edison Widening
- Safe Clearwater Improvements
- Steptoe Phase III
- Hildebrand/Bob Olson Pkwy
- Columbia Drive Streetscape Improvements
- West 7th Avenue extension
- US395/Ridgeline Intersection – Design
- Fire Station #5
- Elliot Lake Water System Improvements
-

Water & Sewer Fund (Thousands)

	Adj Budget 2015/2016	Actual 2015	Actual 2016	% Rec/Spent
Revenues:				
Revenue from Rates	\$ 34,648	\$ 17,094	\$ 17,001	98.4%
Other Fees & Charges	2,607	1,397	1,097	95.7%
Intergovernmental	30	15	15	100.0%
Interest & Miscellaneous	133	82	115	148.1%
Other Financing Sources	8,447	235	1,090	15.7%
Total Revenues	\$ 45,865	\$ 18,823	\$ 19,318	83.2%
Expenditures:				
Salaries & Benefits	\$ 9,271	\$ 4,065	\$ 4,300	90.2%
Supplies	622	331	276	97.6%
Other Services & Charges	15,563	7,676	7,159	95.3%
Transfers	779	104	646	96.3%
Capital	18,281	2,835	3,276	33.4%
Debt Service	6,529	3,274	3,267	100.2%
Total Expenditures	\$ 51,045	\$ 18,285	\$ 18,924	72.9%
Excess (Deficit) Revs over Exps	\$ (5,180)	\$ 538	\$ 394	
Beginning Working Capital	\$ 8,193	\$ 8,193	\$ 8,731	
Ending Working Capital	\$ 3,013	\$ 8,731	\$ 9,125	

Water & Sewer Highlights

- Decline in rate revenue of 0.5%
 - Sewer revenue up 1.3%; water revenue down 2%
- Growth in operating expenses of 1.1%
- Capital projects include:
 - Bob Olson Pkwy/Hildebrand Blvd., Elliott Lake Water System, ASR Pilot Project
- Ending reserves higher than budgeted
- Large carry forward of capital projects to 2017/2018
-

Stormwater Utility Fund (Thousands)

	Adj Budget 2015/2016	Actual 2015	Actual 2016	% Rec/Spent
Revenues:				
Revenue from Rates	\$ 2,333	\$ 1,163	\$ 1,193	101.0%
Interest & Miscellaneous	4	3	3	150.0%
Intergovernmental	1,811	31	51	4.5%
Other Financing Sources	323	220	2	68.7%
Transfer from General Fund	155	-	155	100.0%
Total Revenues	\$ 4,626	\$ 1,417	\$ 1,404	30.6%
Expenditures:				
Salaries & Benefits	\$ 1,166	\$ 595	\$ 597	102.2%
Supplies	42	22	11	78.6%
Other Services & Charges	1,493	576	886	97.9%
Transfers	76	34	42	100.0%
Debt Service	285	59	186	86.0%
Capital	2,256	214	33	11.0%
Total Expenditures	\$ 5,318	\$ 1,500	\$ 1,755	28.2%
Excess (Deficit) Revs over Exps	\$ (692)	\$ (83)	\$ (351)	
Beginning Working Capital	\$ 718	\$ 718	\$ 635	
Ending Working Capital	\$ 26	\$ 635	\$ 284	

Stormwater Utility Highlights

- Moderate growth in rate revenue of 2.6%
- Operating expenses increased 25%
 - Zintel Canyon pipe sediment removal project
- Ending reserves lower than originally anticipated
 - General Fund contribution of \$155K required
- Significant carry forward of capital projects to 2017/2018
- Rate study in progress

Ambulance Utility (Thousands)

	Adj Budget 2015/2016	Actual 2015	Actual 2016	% Rec/Spent
Revenues:				
Transport Revenue	\$ 4,327	\$ 2,048	\$ 2,093	95.7%
Household Ambulance Charge	5,480	2,531	2,981	100.6%
Transfer from General Fund	1,825	1,350	475	100.0%
Other Financing Source	-	1	2	n.a.
Total Revenues	\$ 11,632	\$ 5,930	\$ 5,551	98.7%
Expenditures:				
Salaries & Benefits	\$ 8,974	\$ 4,279	\$ 4,280	95.4%
Supplies	293	172	153	110.9%
Other Services & Charges	2,182	1,037	1,021	94.3%
Intergov't'l Services & Taxes	160	85	93	111.3%
Transfers	80	47	33	100.0%
Total Expenditures	\$ 11,689	\$ 5,620	\$ 5,580	95.8%
Excess (Deficit) Revs over Exps	\$ (57)	\$ 310	\$ (29)	
Beginning Working Capital	\$ 395	\$ 395	\$ 705	
Ending Working Capital	\$ 338	\$ 705	\$ 676	

Ambulance Highlights

- 2% growth in net transport revenue recognized
- Increase of \$450K from monthly availability charge
- Operating expenses relatively flat from 2015 to 2016
- Ending reserve levels relatively unchanged
- Cost of service study completed in fall of 2016

Building Safety Fund (Thousands)

	Adj Budget		Actual		Actual		%
	2015/2016		2015		2016		Rec/Spent
Revenues:							
Licenses & Permits	\$	2,485	\$	1,550	\$	1,647	128.7%
Interest & Miscellaneous		8		8		16	300.0%
Total Revenues	\$	2,493	\$	1,558	\$	1,663	129.2%
Expenditures:							
Salaries & Benefits	\$	2,078	\$	925	\$	1,052	95.1%
Supplies		26		16		11	103.9%
Other Services & Charges		490		234		244	97.6%
Transfers		64		23		41	100.0%
Total Expenditures	\$	2,658	\$	1,198	\$	1,348	95.8%
Excess (Deficit) Revs over Exps	\$	(165)	\$	360	\$	315	
Beginning Working Capital	\$	1,061	\$	1,061	\$	1,421	
Ending Working Capital	\$	896	\$	1,421	\$	1,736	

Building Safety Highlights

- 6% increase in permit revenue
 - o 10% increase in permits issued; 9% decrease in valuation
 - Growth in residential & commercial permits issued, decline in valuation of commercial permits
- 12.5% increase in operating expenses
 - o Hired Building Official in early 2016 after position vacant throughout most of 2015
- Continued growth in express permitting program
- Healthy ending reserve balance and liquidity

Toyota Center & Arena (Thousands)

	Adj Budget 2015/2016	Actual 2015	Actual 2016	% Rec/Spent
Revenues:				
Operating Revenue	\$ 6,250	\$ 2,788	\$ 3,082	93.9%
Transfer in - Operations	880	350	530	100.0%
Transfer in - Capital	500	200	259	91.8%
Transfer in - Debt Service	1,098	549	549	100.0%
Total Revenues	\$ 8,728	\$ 3,887	\$ 4,420	95.2%
Expenditures:				
Cost of Operations	\$ 6,950	\$ 3,225	\$ 3,351	94.6%
Interfund Loan Repayment	1,098	552	552	100.6%
Capital Outlay	500	206	283	97.8%
Total Expenditures	\$ 8,548	\$ 3,983	\$ 4,186	95.6%
Excess (Deficit) Revs over Exps	\$ 180	\$ (96)	\$ 234	
Beginning Working Capital	\$ (641)	\$ (641)	\$ (737)	
Ending Working Capital	\$ (461)	\$ (737)	\$ (503)	

Toyota Center & Arena Highlights

- 11% increase in operating revenues
- 4% increase in operating expenses
- 2016 Net operating loss of \$279K (\$71K below budget)
- Overall operating contribution of \$717K for 2015/2016
- Operating results do not reflect ancillary revenues

Net General Fund Contribution

2015/2016 Net Operating Loss	\$717,035
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Less: Lodging Tax Dedicated to TC&A	(\$300,000)
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Less: Admissions Tax from TC&A Events	<u>(\$334,171)</u>
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Net General Fund Contribution	<u>\$82,864</u>
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Columbia Park Golf Links (Thousands)

	Adj Budget 2015/2016	Actual 2015	Actual 2016	% Rec/Spent
Revenues:				
Greens & Range Fees	\$ 492	\$ 192	\$ 179	75.4%
Concessions & Other	57	26	22	84.2%
Transfers In - Operations	100	45	55	100.0%
Transfers In - Capital	493	7	9	3.3%
Total Revenues	\$ 1,142	\$ 270	\$ 265	46.9%
Expenditures:				
General & Administrative	\$ 212	\$ 86	\$ 83	79.7%
Maintenance & Operations	437	200	190	89.2%
Capital	474	16	-	3.4%
Total Expenditures	\$ 1,123	\$ 302	\$ 273	51.2%
Excess (Deficit) Revs over Exps	\$ 19	\$ (32)	\$ (8)	
Beginning Working Capital	\$ (2)	\$ -	\$ (32)	
Ending Working Capital	\$ 17	\$ (32)	\$ (40)	

CP Golf Links Highlights

- 8% decline in operating revenues
 - 14% decrease in rounds played
- 4.5% reduction in operating expenses
- Cumulative working capital shortfall
- Carry Forward of clubhouse project

Spring Budget Adjustment (Thousands)

Fund Type	2017/2018 Adopted Budget	Spring 2017 Budget Adjustment	2017/2018 Adjusted Budget
General & Street	\$ 103,653	\$1,277	\$ 104,930
Special Revenue Funds	22,320	(1)	22,319
Debt Service Funds	6,849	9	6,858
Capital Funds	39,056	24,536	63,592
Proprietary Funds	92,570	16,344	108,914
Trust Funds	6,373	(5)	6,368
Totals:	\$ 270,821	\$ 42,160	\$ 312,981

- Contains \$867,128 of new capital projects or operating items (\$75,939 grant funded) including snow & ice removal costs to date incurred in 2017.

- Remainder is adjustment of estimated beginning fund balances to actual (\$24.2M) and carry forward of water/sewer and street capital projects including Clearwater Safety Projects, US395/Ridgeline Design, Metaline Widening, Col. Park East Bike/Ped Imp., Bob Olson Parkway, and Wastewater Treatment Plant Upgrades Phases I & II.

Questions?

Council Workshop Coversheet



Agenda Item Number	4.	Meeting Date	04/25/2017
Agenda Item Type	Presentation		
Subject	Comprehensive Plan Update - Economic Developm		
Ordinance/Reso #		Contract #	
Project #		Permit #	
Department	Planning		

Info Only	☒
Policy Review	☒
Policy DevMnt	☐
Other	☐

Summary

The Washington State Growth Management Act (GMA) requires Kennewick to review and update, if necessary, its comprehensive plan and associated development regulations by June 30, 2017. Kennewick contracted with BERK Consulting to assist with public outreach and participation and to aid city staff with reviewing the comprehensive plan for consistency with existing plans, development regulations, countywide planning policies and changes to state law and to address changes in land use and population growth.

This is the 3rd in a series of 5 scheduled Council workshops on the required elements of the Comprehensive Plan. The April 25th workshop will cover the Economic Development Element. The Economic Development Element is required to be consistent with and implement the Land Use Element; while providing an overall policy framework for supporting and promoting city-wide economic development within the guidelines of the Kennewick Municipal Code.

As a part of the development of the draft plan, the City conducted a significant public outreach effort which has been summarized in earlier presentations. The Planning Commission conducted numerous workshops over the past several months and conducted a series of four public hearings (1/23/17, 2/6/17, 2/15/17, 3/6/17) on the various elements of the comprehensive plan; at the conclusion of which the Commission recommended unanimously to adopt the revised Comprehensive Plan.

Through

Dept Head Approval

City Mgr Approval

Gregory McCormick
Apr 19, 11:49:10 GMT-0700 2017

Marie Mosley
Apr 19, 15:09:43 GMT-0700 2017

Attachments: Presentation

City of Kennewick

City Council – Workshop

10 Year Comprehensive Plan Update

Economic Development Element

April 25, 2017



Economic Development Element

Community Engagement - Results

- **Public Input Identified Priorities:**
 - **More variety of retail and other businesses.**
 - **More entertainment options.**
 - **More job opportunities in manufacturing and light industry, arts and culture, tourism, professional services, and high-tech industry.**
 - **Stronger gathering areas and walkable districts, to attract tourists.**
 - **More skilled construction workers.**

Current Goals

- **Improve the business climate in Kennewick.**
- **Insure that the educational institutions and workforce development systems in Kennewick prepare workers for jobs in target industries**
- **Improve the community's ability to attract young professionals and workers who can fill jobs in target industries**
- **Maintain the areas infrastructure so that it meets the needs of existing employers and targeted industries**
- **Support efforts to market the Tri-City region in efforts that make the City more attractive to target industries**

Current Policies

- **Create incentives to attract target industries to Kennewick**
- **Establish a Tri-Cities Young Professionals Network.**
- **Support Downtown Kennewick redevelopment efforts**
- **Encourage redevelopment in appropriate areas on the Columbia River**
- **Improve existing and proposed office parks in Kennewick**
- **Increase the number of “shovel ready” commercial and industrial sites in Kennewick**

Current Policies

- Establish a defined business and entertainment center in the Vista Field/Three Rivers Convention Center area
- Market the Vista Field area as an innovative mixed-use development center
- Expand Kennewick's commitment to TRIDEC
- Support the research district of the Pacific Northwest National Laboratory
- Focus recruitment efforts on target industries that raise the overall wage levels in Kennewick

Proposed Goals & Policies

Goal 1: Improve the business climate in Kennewick. (Existing)

Policy 1: Create incentives to attract target industries to Kennewick. (Existing Policy 1)

Policy 2: Ensure timely and coordinated permitting and regulations. (new)

Proposed Goals & Policies

Goal 2: Support education and workforce development to prepare residents and workers for jobs in target industries, and improve Kennewick's ability to attract workers who can fill jobs in target industries. (combines existing Goals 2 & 3)

Policy 1: ~~Establish a~~ Support the Tri-Cities Young Professionals Network. (Existing Policy 2 modified)

Policy 2: Partner with education and employment organizations and businesses to help ensure an adequate and trained labor pool.(new)

Policy 3: Support efforts of businesses and institutions to train workers for today's and tomorrow's jobs, and support continuing education in the region. (new)

Proposed Goals & Policies

Goal 3: Support the development and redevelopment of walkable, mixed-use neighborhoods as attractive locations for employment, tourism, arts and culture, entertainment, and residents.(new)

Policy 1: Support Downtown Kennewick redevelopment efforts through regulatory incentives, infrastructure investments, urban design standards, and other tools.(existing policy 3)

Policy 2: Encourage redevelopment in appropriate areas on the Columbia River.(existing policy 4)

Policy 3: Support the new entertainment district in the Vista Field/ Three Rivers Convention Center area, through zoning, urban design, infrastructure investments, and other tools . (existing policy 7)

Policy 4: Support the Port of Kennewick's goals of creating a new mixed-use neighborhood at Vista Field, through infrastructure improvements, urban design tools, and other actions. (new)

Proposed Goals & Policies

Goal 4: Maintain the area's infrastructure so that it meets the needs of existing employers and targeted industries.(existing Goal 4)

Policy 1: Increase the number of “shovel ready” commercial and industrial sites in Kennewick.(existing policy 6)

Policy 2: Continue to provide high quality and cost efficient city services and facilities consistent with the community's priorities and growth.(new)

Policy 3: Continue to identify, construct and maintain infrastructure systems and facilities required to promote and sustain a positive economic climate. (existing policy 7)

Proposed Goals & Policies

Goal 5: Support regional efforts to attract and retain target industries to market the Tri-City region. ~~in efforts that make the City more attractive to target industries.~~(existing Goal 5 modified)

Policy 1: Expand Kennewick's commitment to TRIDEC.(existing policy 9)

Policy 2: Support the Tri-Cities Research District.~~of the Pacific Northwest National Laboratory.~~(existing Policy 10 modified)

Policy 3: Focus recruitment efforts on target industries that raise the overall wage levels in Kennewick. (existing policy 11)

Proposed Goals & Policies

Goal 6: Ensure sufficient land is available to support development of industrial, office, and retail development.(new)

Policy 1: Regularly assess market needs and available land for office, commercial, and industrial development.(new)

Policy 2: Maintain an adequate supply of land to support economic development goals.(new)

Policy 3: Encourage retail development. Activities could include: analysis of supply and demand, expanding areas with targeted retail designations, infrastructure investments, or urban design standards. (new)

Next Steps

- **5/9/17 – Council Workshop: Land Use 1**
- **5/23/17 – Council Workshop: Land Use 2**
- **June 2017 - Council Adoption**

Questions?





City Council Meeting Schedule May 2017

May 2, 2017
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. 2016 Police Department Annual Report

Tuesday, TBD*

REGULAR COUNCIL MEETING *(to begin immediately following conclusion of the workshop).

May 9, 2017
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Kennewick Public Facilities District Update
2. Parks & Recreation, Arts Commission and Planning Commission Work Plans
3. Park Mitigation Fees
4. Comprehensive Plan Amendment Update – Land Use Element (Part 1)

May 16, 2017
Tuesday, 6:30 p.m.

REGULAR COUNCIL MEETING

May 23, 2017
Tuesday, 6:30 p.m.

WORKSHOP MEETING

1. Legislative Update
2. Workplace Safety Update
3. High Strength Waste
4. Comprehensive Plan Amendment Update – Land Use Element (Part 2)

May 30, 2017
Tuesday, 6:30 p.m.

NO MEETING

To assure disabled persons the opportunity to participate in or benefit from City services, please provide twenty-four (24) hour advance notice for additional arrangements to reasonably accommodate special needs.

Please be advised that all Kennewick City Council Meetings are Audio Taped

May 2017
Updated 4/18/17