

New Market Industrial Campus & Tumwater Town Center Business Outreach Executive Summary

Prepared for Thurston Regional Planning Council
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Introduction

The Thurston Economic Development Council (EDC) is pleased to partner with the Thurston Regional Planning Council (TRPC) and the Port of Olympia. The EDC was contracted to conduct outreach to local businesses located within close proximity to the Port of Olympia Airport, namely the New Market Industrial Campus (NMIC) and Tumwater Town Center.

Project Overview

The project was managed by EDC staff lead, Renée Sunde, Deputy Director. Kyle Wiese, Research & Project Coordinator, and Nancie Payne, Workforce Development Director provided primary staffing throughout the project. In coordination with TRPC and Port of Olympia, the EDC developed an outreach strategy and set of survey questions designed to understand the mix and characteristics of businesses located in the target area. The survey was intended to solicit input from local businesses on issues and subjects currently affecting business, and provide feedback to the Port of Olympia for future improvements.

EDC staff canvassed the target area and reached out to approximately 89 businesses and organizations between June - October, located within the designated area that was defined by TRPC. The goal was to complete a minimum of 30 in person surveys with businesses and organizations located within the target area located between Tumwater Boulevard and Old Highway 99 and the intersection of Old Highway 99 and 88th Avenue SE to Interstate-5. At completion of the project, 31 businesses within the area had participated in the survey process (see enclosed copy of outreach letter, Local Business Profile/Visitation Form [survey], outreach map and a complete report of outreach results).

Survey Findings

A total of 31 in person surveys were completed representing the following industry categories: services, financial, health and fitness, aviation, government, retail, distribution, and manufacturing.

Market & Sales

Of the 31 participants surveyed, 71% indicated that their business is currently stable or growing and 61% indicated that sales are currently increasing. The survey results show that between 2012–2014, 13% of businesses surveyed had laid-off employees however that number was offset by the 39% of businesses who had hired employees during the same period. Please reference the charts below for a detailed synopsis of survey responses:

Primary Market		Life Cycle		Market Share		Sales	
Local	4	Emerging	2	Increasing	19	Increasing	23
Regional	14	Growing	20	Stable	12	Stable	8
National	7	Maturing	9	Decreasing	0	Decreasing	0
International	6	Declining	0				

Fluctuation of Employees 2012-2014			
Workforce Numbers		Hiring Trends	
2012	870	Increased	12
2013	915	Stable	15
2014	957	Decreased	4

Facility & Location

When asked to describe the positive attributes of their location, respondents provided similar feedback across all industry categories. Generally businesses in the NMIC and Tumwater Town Center like the fact that they are located in close proximity to I-5 with relatively easy access to their operations. Additionally the central location between Portland and Seattle and close proximity to the airport were also identified as a solid advantage. Some of the businesses surveyed indicated their decision to locate in the area was determined by their ability to find a facility that met specific site requirements.

Following is a summary of the most common survey responses:

- Interstate-5 accessibility
- Located between Portland and Seattle
- Business facility met site requirements
- Airport accessibility
- Close proximity to state office buildings

The negative attributes described by businesses in the area varied based on location. For those located along Old Hwy 99, a majority indicated that the higher speed limit (i.e. 45 – 55mph) and traffic congestion on Old Hwy 99 is a significant challenge. This traffic makes it difficult for customers and incoming/outgoing distribution trucks to enter and exit businesses. For those businesses located west of the airport, a majority mentioned the lack of access to high speed internet as a strong negative.

Following is a summary of the most common responses:

- Traffic congestion and high speed limits on Old Hwy 99
- Limited access to high speed internet
- Limited site location visibility
- Dense fog and visibility challenges impacting aviation

When asked, “What are the most important improvements you would like to see in the NMIC and Tumwater Town Center?” Ten of the businesses surveyed indicated that the recruitment of new business and investment into the area would be economically beneficial to existing business and local municipalities. Several of the above mentioned businesses also suggested that the Port could take a more proactive role in the direct recruitment of new industry into the area. Suggestions from respondents indicated this could be done by allowing for the sale of property rather than lease only options. Businesses located along Old Hwy 99 suggested that widening the roadway could greatly improve access and safety along the corridor. A majority of the businesses surveyed west of the airport along with a handful throughout the greater survey area suggested that telecommunication improvements (i.e. access to high-speed internet) will be critical in order to attract future development interests and retain current operations.

Following are the top responses:

- Recruit new business and investment interest
- Widen Old Hwy 99 for better access and safety
- More restaurants to support increased daytime population
- Increase airport activity
- Improved telecommunications infrastructure

When asked, “What complimentary industrial uses would you like to see in this area?” responses were quite varied (see report). Interestingly the most common response was “machine shops” suggesting that it is difficult to find a local and reliable “precision” machine shop.

When asked, “Where do you receive your supplies?” and “Where do you distribute your products?” the surveyed businesses shared common responses. The majority of businesses receive their products locally or within the Puget Sound region. These same businesses distribute their products primarily in the Northwest with a select few that distribute nationally and internationally.

When asked, “Is the telecommunication infrastructure adequate for your needs?” the responses were clearly “Yes” or “No” depending on location. The majority of businesses surveyed to the west and south of the Olympia Airport consistently answered “No” due to lack of access to high-speed internet. These respondents indicated that not having access to high-speed internet negatively impacts productivity and the ability to expand market opportunities. Most businesses located to the north and east of the Olympia Airport answered “Yes” indicating that access to high-speed internet is sufficient.

Looking Forward

When asked, “What are the biggest local challenges impacting your industry today?” one main theme arose. Permitting fees and regulations are at times cost prohibitive, inflexible and restrictive, creating uncertainty and challenges throughout a variety of industries. The regulations and cost of doing business that were mentioned included, but were not limited to: L&I, EPA, city and county permitting and impact fees.

Respondents were asked if they would be open to and interested in 1.) “Partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest” 2.) “Participating in a focus group to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center” Approximately half of the 31 businesses surveyed indicated “Yes” to both questions. Many of the respondents expressed great interest and even excitement about getting involved and indicated that they look forward to being contacted.

Summary

The general tone from businesses who participated in the NMIC and Tumwater Town Center business outreach survey was positive. This was reflected through their positive responses when questioned about current market trends and sales as well as their positivity regarding future growth and improvements.

Of the 31 businesses surveyed, about half serve a local or regional market, while the other half participate in national and international markets. All survey respondents indicated that their business was emerging, growing or maturing with zero indicating declines. From 2012 – 2014, 87% of businesses indicated their workforce is either stable or increasing, while the remaining businesses experienced a slight decline in employment. The most consistent responses throughout the survey were 1.) Businesses west and south of the Olympia Airport desire access to high-speed internet to help their business stay competitive, and 2.) Businesses directly located on, or near, Old Highway 99 want to see road improvements such as widening Old Highway 99 to help alleviate traffic.

A majority of respondents were excited to partner with other businesses to assist in promoting the area as well as participating in a focus group to help guide future growth. Through this initial survey effort, the Thurston EDC is optimistic that the outreach will aid in laying the groundwork for future dialogue and engagement between the Port of Olympia, Thurston Regional Planning Council, City of Tumwater, and local business community.

Questions	What factors did you consider in choosing your business location?	Describe the positive/negative attributes of your business location?	Are you a destination business or are you primarily supported by drive-by traffic?	Is your business dependent on the access of interstate, local, pedestrian, or public transportation?	What are the three most important improvements you would like to see in NMIC and Tumwater Town Center?	What complimentary industrial uses would you like to see in this area?	Where do you receive your supplies? Where do you distribute your products?	Does your business use rail to receive and/or distribute supplies/products?	Is the telecommunication infrastructure adequate for your needs?	What is your company's/organization's greatest achievement in the last three years?	What are the biggest local challenges impacting your industry today?	Would you be open to partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest?	Would you be interested in participating on a focus group with a limited number of meetings to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center?	From your perspective what should be the primary focus of the Thurston Economic Development Council?
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Business

Health	Taking advantage of down market.	(+) 6000 employees at State agencies/ I-5/ Growth in homes (-) Pocket Gopher/ Multiple jurisdictions coming together	Destination/ People join as members because of the location which is within their daily routine	Local and pedestrian	Retail to draw more to area/ More residential to support retail/ Manufacturing/ Port to sell individual pockets of land to sell to private sector	Truss, building industry types of businesses/ Aviation is not likely/ Stay away from distribution because less jobs associated	Products from Seattle/ Services are provided on site	N/A	Yes	Recent purchase of Vision Health and Fitness	Cost of impact fees for gyms/ Regulations/ Gopher will impact surrounding area development/ Competition with other health clubs	Yes	Possibly, limited on time	Business development and recruitment
Health	Market area, Tumwater and south county/ Black Hills and Tumwater High Schools/ State agencies	(+) Good access (-) Parking layout is funky/ Need better visibility	Destination	All	More development with people coming to the area/ Tumwater needs to relax and not drive through regulations/ Port should sell land to private sector	Manufacturing/ Warehouses and distribution	Receive products from Seattle	N/A	Cell service is not strong	Continuity with employees, strong base of people	Referral source/ Competition	Yes	Yes	Strengthen economy
Aviation	Airport/ Control tower	(+) Port Airport (-) Fog	Destination	Interstate and air access	Get cable/ Keep air service	Airplane stations on locate on the field/ Aircraft manufacturers/ Attract Mahindra	Receive supplies from all over the U.S./ Distribute 700-800 products to 35 countries	No/ Use airfreight and ships	Need cable	Stayed in business/ Didn't lay anyone off/ Currently talking with Cessna to qualify their products	Poor economy/ Oil prices are down which means no one is needing helicopters to look for oil	Yes	No	Help grow business/ Help with cutting taxes (B&O)/ Assist getting them into new markets
Government	Proximity to State & I-5/ Support services nearby	(+) Proximity to State/ Support services nearby/ Restaurants/ Gas/ Home Depot (-) Signage restrictions	Destination	Interstate/ Local/ Public Transportation	Telecommunications	Other State agencies/ Car dealership/ Mechanical service shops/ Heavy equipment repair	Receive from State agencies/ Distribute locally, nationally, and internationally	No	No/ There is no Wi-Fi and cell phone service in the building	Recycled and reused 99.95% of all state assets	State Budget cuts/ Keeping up with technology (used computers and TV's are useless)	No	No	More to promote local business/ Help with events and marketing events
Aviation	Born and raised in the area/ No market at the time/ Local	(+) Local/ Good area/ State Capital/ Traffic flow/ Students want NW Training/ Port is good to work with (-) Weather gets foggy	Destination	Interstate/ Air	See port do a better job trying to get more corporate jets to make the Olympia Airport their permanent home base/ Build big hangars/ Increase traffic	N/A	Receive students from all over the nation/ Distribute graduated students all over the nation (mainly Alaska, Las Vegas, the Gulf)	Receive fuel by truck	Yes	Maintaining student load/ Average about 40 students per year	Student financing "lucky to still have SallieMae"	No	No	Keep doing what you're doing/ Be there for people when they need you
Aviation	Facility and structure availability	(+) Main Highway exposure (-) No room to grow building	Destination	Interstate/ Air	More consistent occupancy in both NMIC and the Tumwater Town Center	N/A	N/A	No	Comcast has issues and goes out/ Inconsistently adequate	Annual Olympic Airshow	Government regulations/ Fuel price	No	No	Keep doing what you're doing/ EDC does a great job

Auto	Originally from the area/ Useable piece of land/ Good investment	(+) High traffic/ Easy access of I-5 (-) Speed limit is too fast for businesses on Old Highway 99	Destination/ Drive by	Interstate/ Local	Need public transit/ Need stop light to slow down traffic on Old Highway 99	Automotive related industries/ Good mechanics	Receive from Auburn & Kent/ Distribute 80% in Thurston County	No	Yes but have regular problems with Comcast	Staying alive	Steady supply of product/ Stability in the auto industry	Yes	No	Help facilitate business to business connections
Questions	What factors did you consider in choosing your business location?	Describe the positive/negative attributes of your business location?	Are you a destination business or are you primarily supported by drive-by traffic?	Is your business dependent on the access of interstate, local, pedestrian, or public transportation?	What are the three most important improvements you would like to see in NMIC and Tumwater Town Center?	What complimentary industrial uses would you like to see in this area?	Where do you receive your supplies? Where do you distribute your products?	Does your business use rail to receive and/or distribute supplies/products?	Is the telecommunication infrastructure adequate for your needs?	What is your company's/organization's greatest achievement in the last three years?	What are the biggest local challenges impacting your industry today?	Would you be open to partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest?	Would you be interested in participating on a focus group with a limited number of meetings to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center?	From your perspective what should be the primary focus of the Thurston Economic Development Council?

Business

Wood	Available space/ Space already having a yard and facility set up	(+) Proximity to I-5 with 75% of business being North of Tacoma (-) None	Destination	Interstate/ Local	Phone lines that are buried and old need to be fixed due to multiple issues/ Rail spur in close proximity	Rail road re-load facility	Receive Northern California, Oregon, Western WA, Canada, Nevada/ Distribute Chehalis to Canada and Peninsula to Central WA	Yes, just to receive	Use integra for phone lines/ Internet is bad/ Had to set up their own wireless	Opening this facility in a down market and increasing profit in a down, tough market	A quality workforce that want to work hard and outside/ Consumers knowing where to shop and get their products	Yes	Yes (would ask owners first)	Doing good
Retail Distribution	I-5/ Centrally located between Portland and Seattle	(+) Not in a busy location/ No traffic/ Like environment of working in the general area (-) Close to inspectors who routinely inspect	Destination	Interstate/ Local	Likes what was done with Tum Blvd/ Need good internet/ Bring in more big business neighbors	Gas station at Tumwater Blvd and Center/ More big businesses	Receive beverages locally and dry food from Portland/ Distribute in Chehalis, Federal Way, Yelm, Spanaway, Puyallup, Aberdeen	No	No, need better internet	Went national with the Avanti branch/ Local location is increasing \$3,000 in sale on average each month	Michele Obama's eat healthy campaign for children is making it more difficult for them to service schools	Yes!	Yes!	Grow and maintain area (but don't turn into a big city)/ Keep a relaxed vibe in Thurston County
Wood	Location forest lands/ Location to services (printing, supplies, etc.)	(+) Easy access to I-5/ Middle of operations between Longview and Seattle	N/A	Interstate	Create turn lane in the middle of Old Hwy 99/ Make better for pedestrians in terms of safety (sidewalk)	Printing companies/ Office supplies	Receive from a very broad area/ Distribute throughout the world (China, India, Korea, Japan, etc.)	No	Have had difficulties/ Hard to get Comcast to respond to needs	150th anniversary this year/ Expanded overseas markets	Potential regulatory changes/ Varying overseas markets/ Workforce development	Defer (will be leaving company soon)	Defer (will be leaving company soon)	The Entrepreneurship Development Center is great! Get the rest of the community to support an entrepreneurial environment
Distribution	Decided by corporate office	(+) Customers North of Tacoma (-) none recorded	Destination	Interstate	Easy access for tractor trailers to terminal	More truck mechanics	Corporate, Kansas City	Yes	Yes		Major truck driver shortage	Would need to check with corporate	Would need to check with corporate	
Service	Located 24 years ago/ Space was available/ Was looking to grow	(+) Good traffic count/ Visibility/ Freeway access (-) Traffic on Old Hwy 99/ Property taxes	Destination	Interstate/ Local	Widen Hwy 99 and put in turn lane/ Road infrastructure improvements/ Make airport regional with commercial use	Make airport commercial	Receive from local distributor/ Distribute regionally	Indirectly through distributors	Yes	Surviving	Bureaucracy	No	No	De-regulate everything and anything

Service	Availability and location	(+) Location/ View/ Quality (-) Lack of warehouse space and loading dock/ Layout is for multiple tenant spaces	Primarily relationship based business with consistent regional sales representatives	No	Not sure	Not sure	Receive from multiple local western Washington vendors they buy from as well as national chain companies that deliver on site/ Distribute products to cities, counties, saw mills, construction, logging yards, heavy machinery shops, railroad	No	Yes	Question skipped	Question skipped	Question skipped	Question skipped	Question skipped
Questions	What factors did you consider in choosing your business location?	Describe the positive/negative attributes of your business location?	Are you a destination business or are you primarily supported by drive-by traffic?	Is your business dependent on the access of interstate, local, pedestrian, or public transportation?	What are the three most important improvements you would like to see in NMIC and Tumwater Town Center?	What complimentary industrial uses would you like to see in this area?	Where do you receive your supplies? Where do you distribute your products?	Does your business use rail to receive and/or distribute supplies/products?	Is the telecommunication infrastructure adequate for your needs?	What is your company's/organization's greatest achievement in the last three years?	What are the biggest local challenges impacting your industry today?	Would you be open to partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest?	Would you be interested in participating on a focus group with a limited number of meetings to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center?	From your perspective what should be the primary focus of the Thurston Economic Development Council?

Business

Retail	Business was already here	(+) By other horse businesses (-) Dead end road/ Residential neighbors	Destination	Interstate/ Local	Everything is fine	Big horse arena & stables	Receive out of state/ Will distribute eventually (all sales are currently in house)	No	Yes	Expanded clientele and inventory x2	The weather affects businesses/ People not being able to afford taking care of their horses	No	No	Doing alright
Service	I-5 accessibility	(+) I-5 accessibility (-) Two lane highway with a lot of traffic	Destination	Interstate/ Local	Build on vacant property/ Widen roadway/ Allow commercial business on Port property	No more government offices/ No more non-profits/ Need tax paying businesses	Receive via US Mail, FedEx, delivery trucks/ Distribute regionally in home well pipes, pumps	No	Yes	Taking over failing water systems and making them reliable systems	Regulatory overzealous (no value added)	No	No	Attracting real, non governmental, jobs
Service	Cheapest location in Thurston County	(+) I-5 access (-) Cell coverage/ cable (internet, phone)	Destination	Interstate/ Local	Cable for internet/ Better road system from I-5 through 93rd to Old Hwy 99	Fabrication manufacturing	Receive from all over/ Distribute on site	No	No/ DSL is too slow	Getting rid of whiteboards and utilizing computers	Lack of nearby fabrication & manufacturers in Thurston County	No	No	N/A
Recycling	Highway 99/ I-5 accessibility	(+) Traffic visibility/ Traffic	Destination/ Drive by	Interstate/ Local	Widen Hwy 99/ Beautification	Boeing sub contractors/ Manufacturing	Receive regionally (Olympia, Tumwater, Lacey, Chehalis, Centralia)/ Distribute by repackaging and sending locally and to Portland/exporting overseas	No	Yes	4 years ago, opening new location	Need to be more promotion of recycling/ Need to utilize government channels to promote local businesses	Yes, anything we could do to help "totally into it"	Yes	Promote small businesses/ How easy it is to start up in Thurston County

Athletics	None	(+) Close to freeway () Back in industrial area/ Not visible to main traffic	Destination	Yes	More big businesses/ Small business growth	N/A	Shop site	No	No	Buying and building business that has exceeded expectations	Economy	Yes	Maybe, time limited	N/A
Services	Located 30 years ago/ Close to UPS	(+) None (-) Out of mainstream for logistics/ I-5 traffic between Olympia and Seattle	Destination	Interstate	Better cell phone service for Verizon/ All other issues involve I-5 traffic	Machine shops/ Powder coating	Receive from all over the world (China, India, etc.)/ Distribute primarily nationally and occasionally world wide	No	No/ Have to use Comcast/ Prefer fiber for ecommerce/ Power is a problem/ Lose power frequently	N/A	I-5 traffic!/ Regulations/ Heliport nearby that flies helicopters overhead	No	No	Fix I-5 traffic/ L&I regulations/ State regulations
Manufacturing	Access to interstate and seaport/ Affordable utilities/ Low worker's comp costs/ Quality schools & higher ed/ Favorable tax incentives/ Existing electrical infrastructure in building	(+) same as previous question (-) Port of Olympia lease is relatively expensive	Destination	Interstate/ Local	Sidewalks and bike lanes/ Faster internet/ Free ice cream	Not sure	Receive at facility/ Distribute anywhere in the world	Not currently	Could be better	Securing Series A financing	Access to capital from local banks/ Third party financing availability for end users	Yes	Yes	Would think that the primary focus of the Thurston EDC should be attracting investment in development
Questions	What factors did you consider in choosing your business location?	Describe the positive/negative attributes of your business location?	Are you a destination business or are you primarily supported by drive-by traffic?	Is your business dependent on the access of interstate, local, pedestrian, or public transportation?	What are the three most important improvements you would like to see in NMIC and Tumwater Town Center?	What complimentary industrial uses would you like to see in this area?	Where do you receive your supplies? Where do you distribute your products?	Does your business use rail to receive and/or distribute supplies/products?	Is the telecommunication infrastructure adequate for your needs?	What is your company's/organization's greatest achievement in the last three years?	What are the biggest local challenges impacting your industry today?	Would you be open to partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest?	Would you be interested in participating on a focus group with a limited number of meetings to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center?	From your perspective what should be the primary focus of the Thurston Economic Development Council?

Business

Manufacturing	Only building that was set up for immediate occupancy for warehouse and office space	(+) Close for workforce/ I-5/ UPS/ Western time zone is an advantage (-) NW Helicopters gets noisy	Destination	Interstate/ Local	Widen Hwy 99 and make it 4 lanes "at least a turn lane"/ Better hotel for clients	Fabrication/ Machine shops with a very tight tolerance	Receive from local businesses and Kent/ Distribute internationally	Only when distributing to Europe (use rail from west coast to east coast)	Comcast is pretty good/ Cell service is terrible	Success and growth with the business/ Gaining international awareness/ Bringing new products to market	Cost of their products (high quality has a high price) Serving both ends of the market is difficult/ Marketing their products	Yes	Yes	The EDC and Michael Cade are great!
Manufacturing	I-5 access/ Close to town for commute/ Site was what they needed	(-) next to daycare and next to retail which is difficult when running a lumber mill	Destination	Interstate	Better and stronger power throughout the building (12,000 amps 4/80)/ Cable	CNC/ Precision milling and machining/ Wood milling/ Need reliable business partners nearby	Receive from Pacific NW, Spokane, Southern Oregon, Western WA/ Distribute throughout U.S. and Canada, largest contract is Starbucks	No, but would if the timing and cost would make more sense	Comcast says that they will be laying cable soon/ AT&T cell phone service is terrible	Starbucks supplier of reclaimed products/ They design their own products in house	Workforce/ Sales people who are seasoned in the reclaimed wood industry	Yes, if he has time	Yes, if he has time	Recruit businesses that add value to the economy/ Partial to manufacturers because they bring high value jobs

Wholesale	Ease of access/ Warehouse space/ Dock space	(+) Same as previous question (-) None	Destination	Interstate/ Local	Widen Hwy 99/ More restaurants to take clients to	LTL Transportation	Receive from regional distributors (Portland, Seattle)/ Distribute in Yelm, Chehalis, Port Angeles, Aberdeen, Hoquiam, Shelton	No	Yes	Increase market share	Utility rebates/ Local housing market	Yes	No	Focus on getting the Tumwater Brewery back up and running
Service	Site was chosen 30- 35 years ago/ Proximity to libraries/ At time was best option	(+) Proximity to I-5/ Everything is shipped in and then distributed to the region, County (-) Increase in traffic	N/A	Interstate	Everything is good including lights, streets, restaurants, and walkable areas	Not sure	Receive supplies from out of State/ Distribute books all over the region and Thurston County	No	Yes	Just completed a 5 year strategic plan	The economy/ Adverse Childhood Experiences (ACE)/ Poverty/ Literacy, financial, cultural, educational	Yes	Yes	Create jobs
Storage	Convenient to I-5/ 20 miles from other facility which is in Lacey	(+) New housing development nearby (-) Speed limit along 88th Ave is too fast/ Not a lot of expansion	Destination	Interstate/ Local	More development/ Slower speed limit on 88th Ave	Bring traffic to 88th Ave	N/A	N/A	Telephone lines are shaky/ Have a lot of problems with Quest	No new achievements	Exposure	Yes - to bring growth (would like a notification)	No	Bring growth to NMIC area
Auto	Moved 16 years ago/ Cost of rent was cheaper	(+) Along Old Hwy 99 (-) No businesses that draw a lot of people/ Traffic on Old Hwy 99	Destination/ Drive by	Interstate/ Local	Widen Old Hwy 99/ Make easier to get in and out	Parts outlet/ Car agencies	Receive locally/ N/A	No	Yes, now that they have Comcast	Staying in business and making a living doing what he loves	Requirements that are imposed on businesses (L&I, EPA, etc.)	Depends	Depends	Don't know
Design	Wanted to stay in Tumwater	(+) Right off of I-5/ Facing Center St (-) Century link internet is not good	Destination	Interstate/ Local	Better internet/ Bus service	Any kind of business/ Athletics would be of benefit	Receive locally & Seattle, Vancouver WA/ Distribute locally, nationally, and internationally	No	No	Moving to this location	People want organic which is difficult to acquire	Yes	Yes	Doing the right thing/ Like that we are working with veterans
Questions	What factors did you consider in choosing your business location?	Describe the positive/negative attributes of your business location?	Are you a destination business or are you primarily supported by drive- by traffic?	Is your business dependent on the access of interstate, local, pedestrian, or public transportation?	What are the three most important improvements you would like to see in NMIC and Tumwater Town Center?	What complimentary industrial uses would you like to see in this area?	Where do you receive your supplies? Where do you distribute your products?	Does your business use rail to receive and/or distribute supplies/products?	Is the telecommunication infrastructure adequate for your needs?	What is your company's/organiza- tion's greatest achievement in the last three years?	What are the biggest local challenges impacting your industry today?	Would you be open to partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest?	Would you be interested in participating on a focus group with a limited number of meetings to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center?	From your perspective what should be the primary focus of the Thurston Economic Development Council?

Business

Financial	Serving state offices/ Growing members	(+) Good community, local customers, dedicated to giving back (-) Need more retail & private business/ Need to draw more	Drive by/ On foot traffic	Local/ Pedestrian	Big retailer (Walmart, Target, Grocery, etc.)/ Public park space covered & open/ Walking access/ New partnerships, NM Skills Center	Not sure	Receive locally	No	Challenges with Wi- Fi	Increasing membership base and service in Tumwater/ Being more involved in community (Music in the Park, Sand in the City, etc.) Open concept, efficiency model	Traffic during the day tied to State buildings	Yes	Possibly	
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Manufacturing	Chosen before he was part of company/ Original manager lived close/ Close to I-5	(+) I-5/ Close to customers/ 30% of business goes to Japan (nice to be close to Port of Tacoma) (-) Energy bill/ City of Tumwater is hard to work with	N/A	Interstate	Everything is good/ More reliable energy	Local machine shops	Receive locally and make supplies in house/ Distribute 30% to Japan and 70% within Northwest (mostly Washington & Canada)	No	Century link has been alright	Plant location - Installation of new tempering line Company - At forefront of providing insulated window products/ Coming out with new products/ Surviving the downturn	Regulations and permitting when expanding	N/A	N/A	Growth in the area to support the community/ Wants to see the community remain healthy
Construction	Centrally located for employees/ Less traffic congestion/ Property was purchased and acquired	(+) Closer to home/ More efficient facility (-) None	Destination	Interstate/ Local	Improvements on Old Hwy 99/ Continue lines for internet service/ Tumwater Blvd needs to keep in mind trucks (roundabout are difficult for big trucks)	Restaurants/ Trails/ Coffee shops	Receive from local businesses/ Distribute to Thurston, Lewis, Mason, and Pierce counties	No	Comcast is needed throughout a lot of their properties that are located in the NMIC area	Constructed Lewis County Event Center/ Vacancy rate went from 28% to 12%/ Passing torch of business second generation	Building & permitting departments cut staff and have not rehired enough to manage and review permits	Yes	Yes, time limited	Helping to keep our community as a good place to do business in
Storage	Airport/ Old Hwy 99	(+) Visible/ Usable site/ Located on good growth path (-) Environmental restrictions	Destination/ Drive by	Interstate/ Local	Widen Old Hwy 99/ More activity at airport (more hangars, planes, better runway)	Look at Lacey as a good example/ Distribution warehousing	N/a	N/a	Yes	Meeting a criteria for Fish & Wildlife and State government to expand and develop	Environment restrictions and general regulations/ South County is static (is currently less than what it could be)	Yes	Yes	Immediate future would be to relieve environmental restrictions & regulations/ Macro-attract Asia (Asia wants to move through NW for distribution)



Local Business Profile/Visitation Form

All information provided is confidential

Date of Visit:

Interviewer

COMPANY INFORMATION		
Company Name:		
Address:	City:	Zip:
Contact:	Title:	
Phone:	Fax:	
E-Mail:	Web:	
Headquarters location:		
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Franchise		
<input type="checkbox"/> Non-Profit <input type="checkbox"/> Public		
Describe primary product or service:		
Industry: <input type="checkbox"/> Professional Services <input type="checkbox"/> Manufacturing <input type="checkbox"/> Health Care <input type="checkbox"/> Retail <input type="checkbox"/> Other		
Where is company in its life cycle? <input type="checkbox"/> Emerging <input type="checkbox"/> Growing <input type="checkbox"/> Maturing <input type="checkbox"/> Declining		

MARKET AND SALES			
Market:	<input type="checkbox"/> Local (½ mile, 5 miles)	<input type="checkbox"/> Regional	<input type="checkbox"/> National <input type="checkbox"/> International
Market Share:	<input type="checkbox"/> Increasing	<input type="checkbox"/> Stable	<input type="checkbox"/> Decreasing
Sales:	<input type="checkbox"/> Increasing	<input type="checkbox"/> Stable	<input type="checkbox"/> Decreasing
Do you sell to the government?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Would you like to?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, sales are:	<input type="checkbox"/> Increasing	<input type="checkbox"/> Stable	<input type="checkbox"/> Decreasing
Do you market or provide products/services to JBLM?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

WORKFORCE			
Number of Employees:	2014 _____	2013 _____	2012 _____
Company's workforce needs in next 2 years are:	<input type="checkbox"/> Increasing	<input type="checkbox"/> Stable	<input type="checkbox"/> Decrease
When you are recruiting for new employees, would you support the hiring of veterans?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Do you experience challenges in the availability of skilled workers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Would you welcome technical assistance in solving workforce issues?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

FACILITY/LOCATION			
Is building owned or leased?	<input type="checkbox"/> Owned	Current square footage:	
	<input type="checkbox"/> Leased	Acreage:	
Are there plans to expand in the next three years? <input type="checkbox"/> Yes <input type="checkbox"/> No Sq. Ft. Needed			
What factors did you consider in choosing your business location?			
Describe the positive/negative attributes of your business location?			
Are you a destination business or are you primarily supported by drive-by traffic?			
Is your business dependent on the access of interstate, local, pedestrian, or public transportation?			
What are the three most important improvements you would like to see in New Market Industrial Campus and Tumwater Town Center?			
What complimentary industrial uses would you like to see in this area?			
Where do you receive your supplies? Where do you distribute your products?			
Does your business use rail to receive and/or distribute supplies/products?			
Is the telecommunication infrastructure adequate for your needs?			

COMMUNITY	
What area(s) has the company had difficulties or concerns?	
<input type="checkbox"/> Government permitting <input type="checkbox"/> Government regulations <input type="checkbox"/> Healthcare reform <input type="checkbox"/> Recruiting employees <input type="checkbox"/> Training employees	<input type="checkbox"/> Utilities (sewer, energy, etc.) <input type="checkbox"/> Supplier network <input type="checkbox"/> Changing market <input type="checkbox"/> Parking

FINANCIAL

Do you have access to the financial resources you need?

Yes

No

SURVEY

What is your company's/organization's greatest achievement in the last three years?

What are the biggest local challenges impacting your industry today?

Would you be open to partnering with other businesses to promote the NMIC and Tumwater Town Center as a place for new businesses and development to invest?

Would you be interested in participating on a focus group with a limited number of meetings to help with the preparation of a plan to guide future growth in the NMIC and Tumwater Town Center?

From your perspective what should be the primary focus of the Thurston Economic Development Council?

ADDITIONAL CONTACT AND COMMENTS

Name:

Title:

Phone:

E-mail:

Interviewer comments: