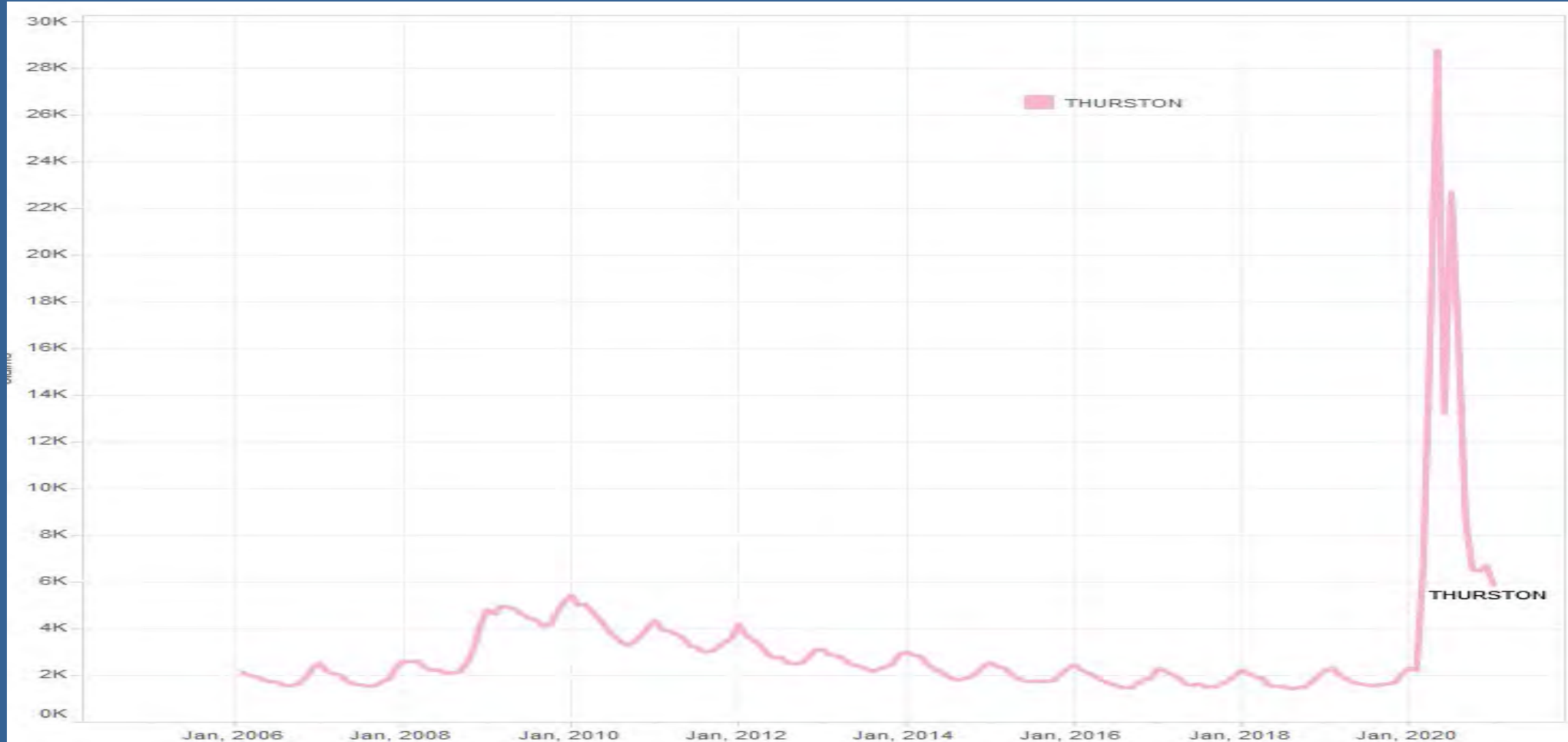




# Economic Development Update CNA – February 8, 2021

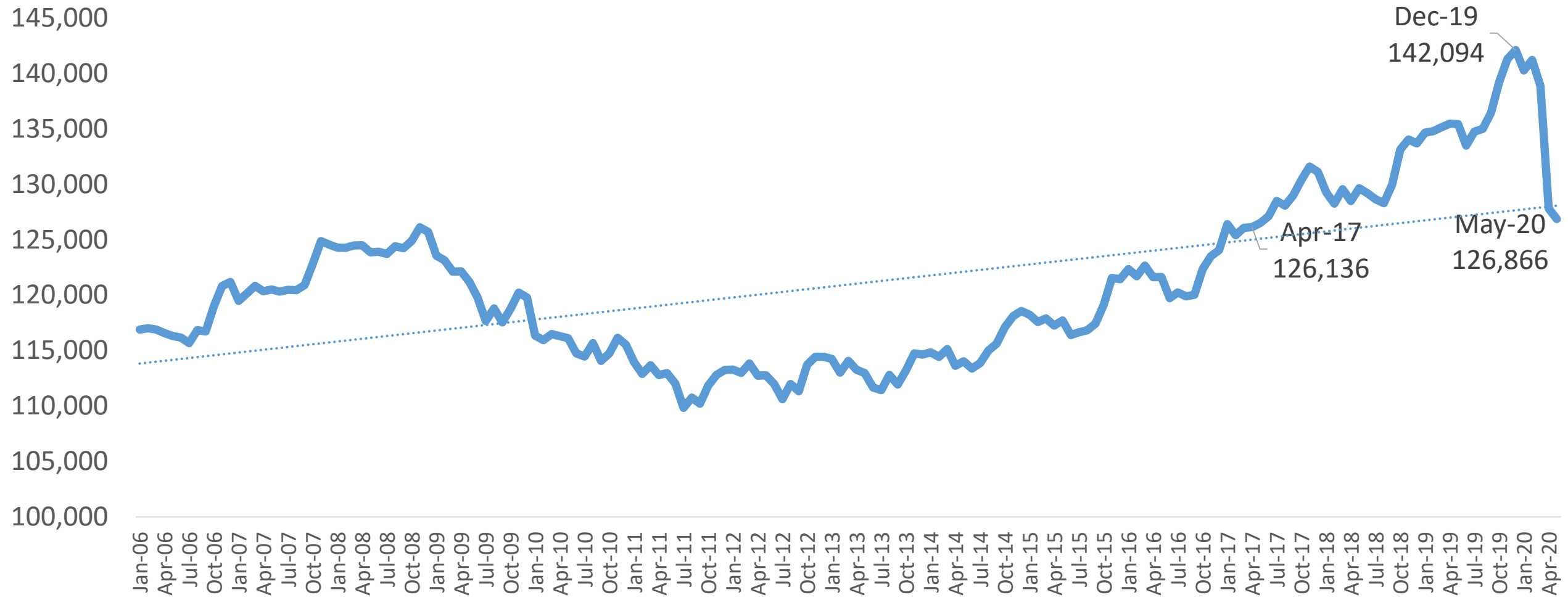
# First, a friendly reminder: 2020 was .... “historic”

- 5x times worse than “Great Recession” at its worst...and in a matter of months
- Even now, 1-31-21, 3x higher than av. Yr. (not even accounting for those who quit looking for work)



Continued Unemployment Claims

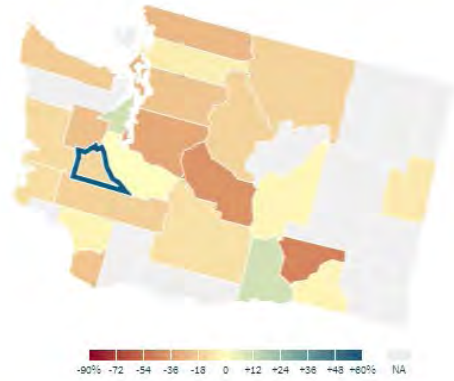
# Thurston County Employment Volume: 2006-May 2020





## Percent Change in Small Business Revenue

Washington All Visit Zip Code Map

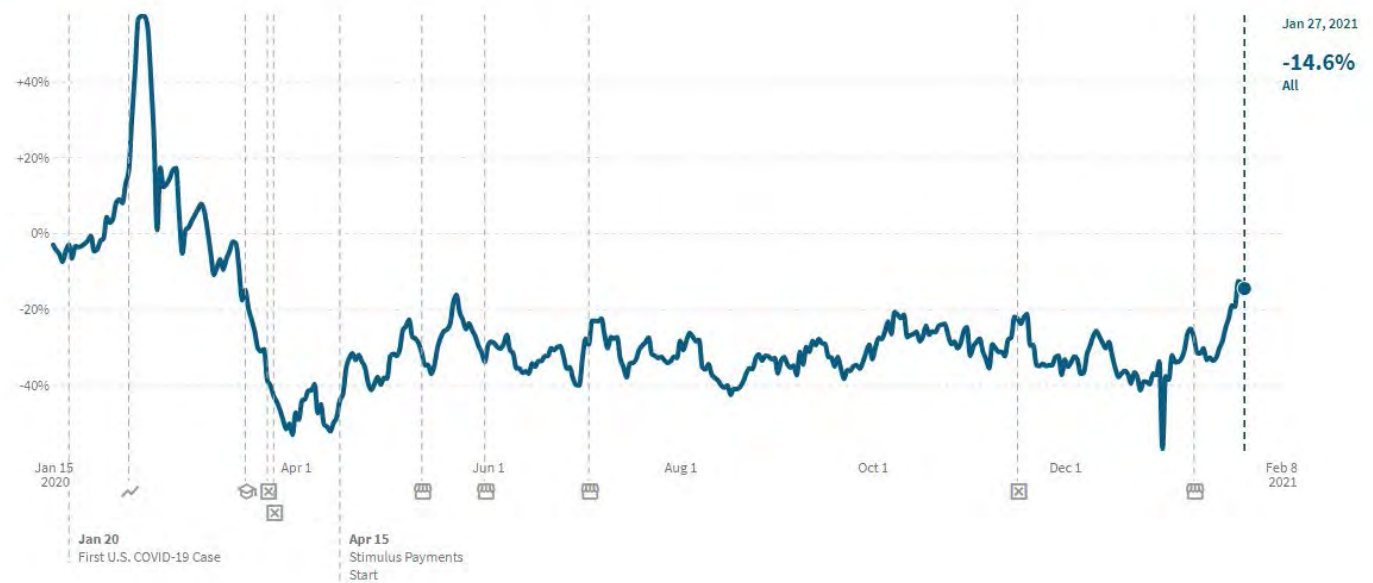


- Total**  
 All
- Industry**  
 Education & Health Services  
 Leisure & Hospitality  
 Professional & Bus. Services  
 Retail & Transportation
- Bus. ZIP Income**  
 Low Income  
 Middle Income  
 High Income

Tracktherecovery.org

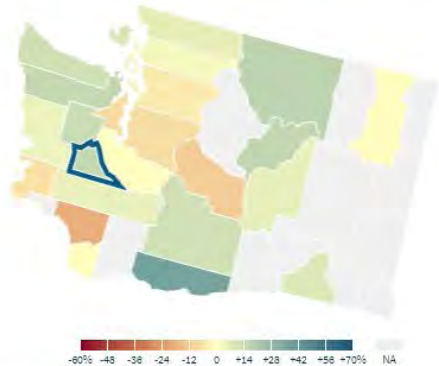
In **Thurston**, as of January 27, 2021, total small business revenue decreased by **14.6%** compared to January 2020.

DOWNLOAD CHART



## Percent Change in All Consumer Spending

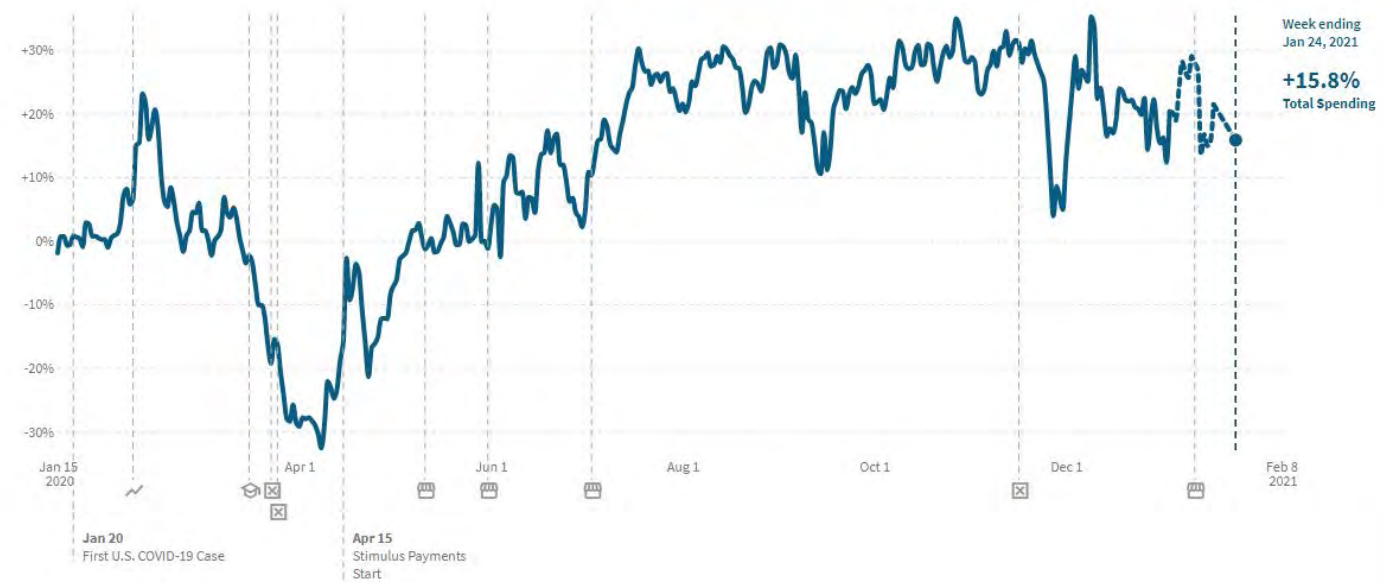
Washington Total Spending



- Total**  
 Total
- Industry**  
 Entertainment & Rec.  
 Grocery  
 Health Care  
 Restaurants & Hotels  
 Retail  
 Transportation
- Consumer ZIP Income**  
 Low Income  
 Middle Income  
 High Income

In **Thurston**, as of January 24, 2021, total spending by all consumers increased by **15.8%** compared to January 2020.

DOWNLOAD CHART



# Economic Response Approach

## City of Olympia Virtual Town Hall

*Financial Resources for Individuals and Families*

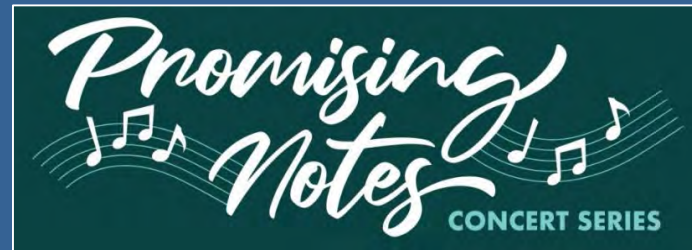
April 9, 2020 5:30-6:30

### **Approach:**

1. Connect impacted workers and businesses to available resources and the experts that can help them access and understand them.
2. Ensure that local support entities are able to meet demand and amplify their voice and reach to connect with those that need assistance.
3. Build a regional recovery plan to ensure that all of Thurston County gets much help as it can and emerges from crisis as quickly as possible.



# Response and Recovery Partnerships



CENTER FOR BUSINESS & INNOVATION  
COVID-19 BUSINESS HOTLINE

# FAQs

Q: I AM A SOLE PROPRIETOR AND AM CONSIDERED A NONESSENTIAL BUSINESS... CAN I STILL COLLECT UNEMPLOYMENT?

A: THE NEW CARES ACT EXPANDED ELIGIBILITY FOR UNEMPLOYMENT TO SELF-EMPLOYED AND INDEPENDENT CONTRACTORS.

THURSTON EDC  
CENTER FOR BUSINESS & INNOVATION

MONDAY - FRIDAY 9:30AM - 3:30PM 1 (888) 821-6652

## Smart Restart TOOLKIT

Reopening Resources for Your Business

THURSTON COUNTY CHAMBER  
Building Prosperity in South Puget Sound

## DECLASSIFIED

Thurston Business Leaders Share What You Need To Know

Presented by

THURSTON CHAMBER  
THURSTON EDC  
CENTER FOR BUSINESS & INNOVATION

## COVID-19 COMMUNITY RESPONSE FUND

United Way of Thurston County

COMMUNITY FOUNDATION SOUTH PUGET SOUND

## Why I Go DOWNTOWN

OLDSCHOOL PIZZERIA

### SHOP & DINE

YOUR GUIDE TO DOWNTOWN RESTAURANTS & SHOPS

### TAKE OUT & DELIVERY

SUPPORT LOCAL BUSINESSES

ALL INFORMATION SUBJECT TO CHANGE.

Up-to-Date Statuses and Services for Business in Downtown Olympia

Support Local

## ENTERPRISE FOR EQUITY

Growing Communities through Entrepreneurship

# Initial Response Success Story: EDC hotline and thurstonstrong.org

- **Business Resource Hotline**
  - 20,000 points of contact thru EDC and partners
- **Website**
  - 45,000 page-views
  - 12,775 unique visitors since March 24
  - Technical assistance for impacted employers and workers
    - Why did it matter? One example: facilitating access to PPP loans

***Data analysis: Olympia businesses' PPP loan success was a team effort***

*By population, Olympia is Washington's 25th-largest city, but its businesses pulled ahead in PPP lending. Olympia had the 10th most approved PPP loans in the state, surpassing larger cities like Redmond, Federal Way, Renton, Yakima, Marysville and Shoreline, according to a Business Journal analysis of Small Business Administration (SBA) data. It also ranked 14th by total value of loans, at more than \$190 million.*

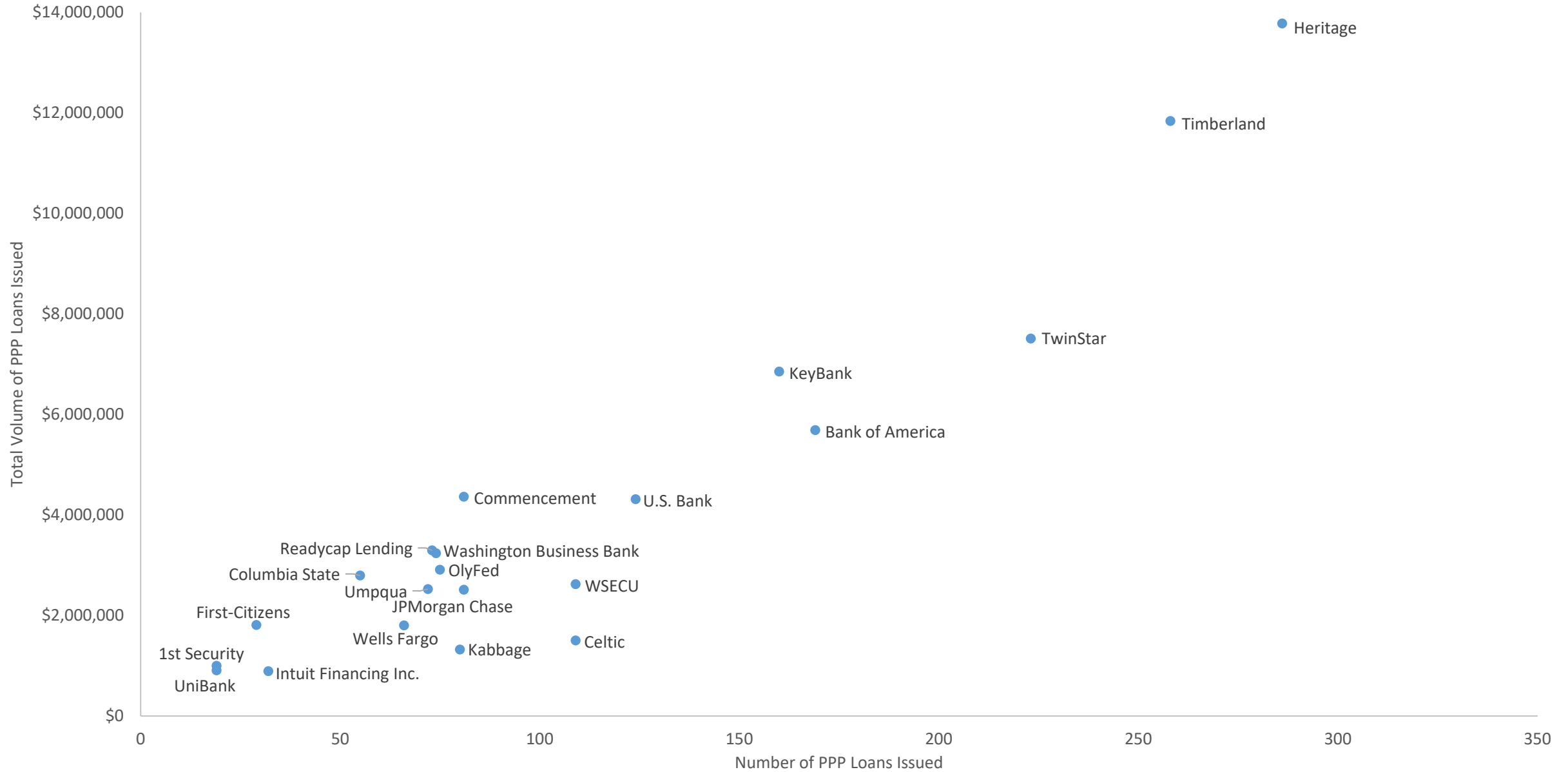
[Paxtyn Merten](#) – Data reporter, Puget Sound Business Journal  
Dec 23, 2020

## Breakdown of Small Business PPP Loans (>\$150k)

	<b>County Total</b>	<b>Olympia</b>	Lacey	Tumwater	Yelm	Rochester	Tenino	Rainier	Bucoda
Total \$ Issued	<b>\$101,373,803</b>	<b>\$60,343,855</b>	\$18,812,027	\$11,118,218	\$4,702,456	\$3,282,460	\$2,383,853	\$712,534	\$18,400
Loan # Issued	<b>2,721</b>	<b>1,642</b>	494	247	144	99	65	29	1
Ave. Loan \$	<b>\$37,242</b>	<b>\$36,750</b>	\$38,081	\$45,013	\$32,656	\$33,156	\$36,674	\$21,594	\$18,400
Employees Protected	<b>11,638</b>	<b>6,944</b>	2,096	1,199	632	432	241	89	5
NPOs Served	<b>101</b>	<b>64</b>	14	12	5	2	4	0	0



# Top 20 Lenders Serving Thurston Small Businesses

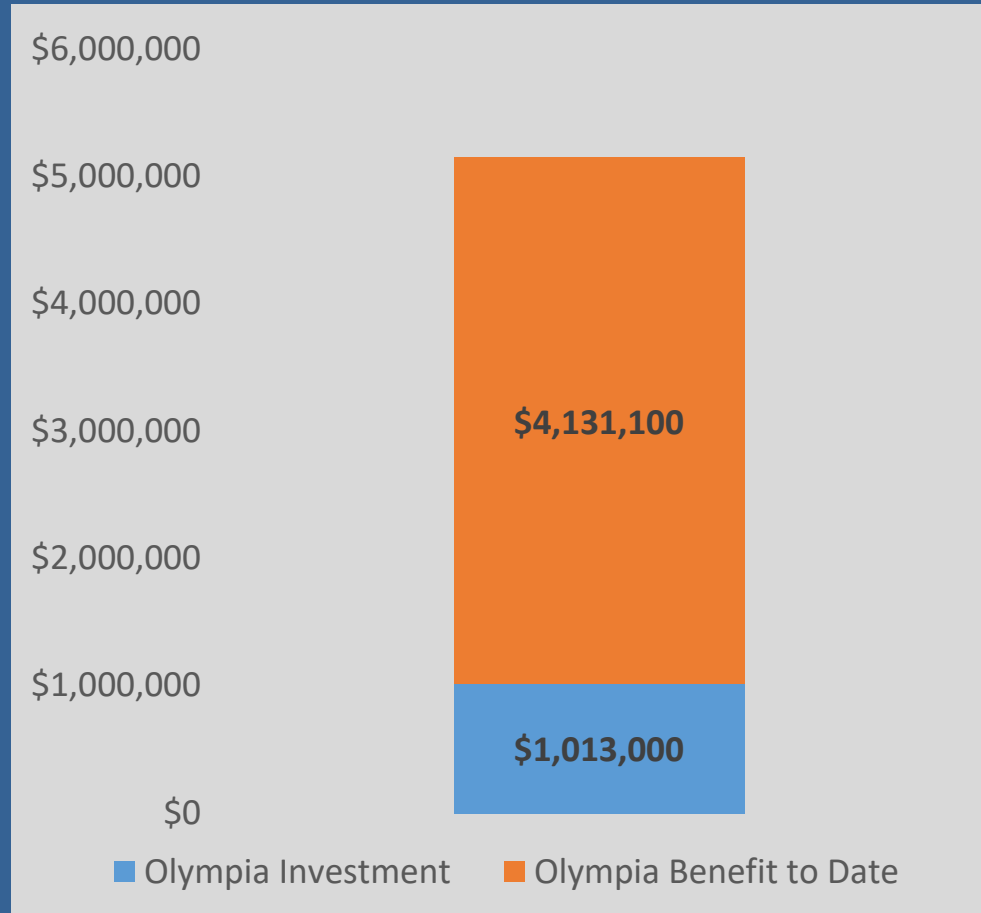


# Thurston Strong Direct Investment (est. to date)

FUND	AMOUNT
DOC	\$45,000
PPE	\$80,000
ScaleUp	\$400,000
Agriculture	\$700,000
Nonprofits	\$1,000,000
Microbusiness	\$2,000,000
Restaurant-Retail	\$1,750,000
Childcare	\$3,000,000
<b>Total</b>	<b>\$8,975,000</b>



# Olympia Investment Breakdown



Grant Fund	# served	\$ total	# minority
Childcare Grant - Round One	55	\$224,300	NA
Childcare Grant - Round Two	52	\$744,000	14
Restaurant-Retail Grant (41 retail)	130	\$1,300,000	46
Farmer, Farm Biz, Coop, Value Add Grant	25	\$290,000	7
Microbusiness Grant	500	\$750,000	110
Business Resiliency Training	18	\$72,000	NA
Nonprofit Grant	52	\$700,800	NA
PPE: 47,045 Masks	NA	\$50,000	NA
PPE: 566 Gallons of Sanitizer	NA		NA
<b>Total Olympia Investment to Date</b>	<b>832</b>	<b>\$4,131,100</b>	<b>177</b>









## Downtown Projects List 2020

■ Clean
 ■ Safe
 ■ Economic
 ■ Placemaking

<input checked="" type="checkbox"/> Downtown Deep Clean	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Expand beautification efforts in partnership with ODA	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Offer easy sidewalk cafe program for restaurants	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Launch "Streatery" pilot	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Streamline outdoor public space permit process	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Identify parking stalls for curbside pickup	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Enhance and promote the Big W Waterfront Walk	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Help partners carry out creative outdoor programming	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Marketing partnership with ODA	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Pay artists to paint murals on boarded windows	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Complete Legion Way Festival Street	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Expand Familiar Faces and Ambassador Programs	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Revisit "Beer garden rules"	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Offer desecalcation training for businesses	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Invest in nighttime lighting and other CPTED improvements	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Plant more street trees	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input checked="" type="checkbox"/> Hang flower baskets	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Sell former Griswolds property to attract "workforce housing"	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Update and promote Arts, Culture and Heritage website	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Launch Mobile Vending Pilot project	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Apply for grant for compactor at the mitigation site	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>
<input type="checkbox"/> Enter more agreements for shared parking lots	<span style="color: green;">■</span> <span style="color: blue;">■</span> <span style="color: orange;">■</span> <span style="color: teal;">■</span>



**West Olympia**  
BUSINESS ASSOCIATION



**FREE PPE PROGRAM:**

The West Olympia Business Association is proud to offer free PPE to area businesses to support their efforts to conduct safer operations. This PPE is made possible by a partnership with the City of Olympia and Thurston Strong.

To request additional free PPE visit:  
[www.WestOlyBusiness.com](http://www.WestOlyBusiness.com)  
(while supplies last)

[www.WestOlyBusiness.com](http://www.WestOlyBusiness.com) | 360-867-8809 | [info@WestOlyBusiness.com](mailto:info@WestOlyBusiness.com)

# COVID Response-Imagemaking

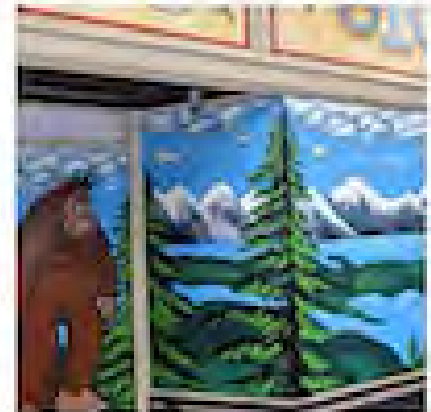
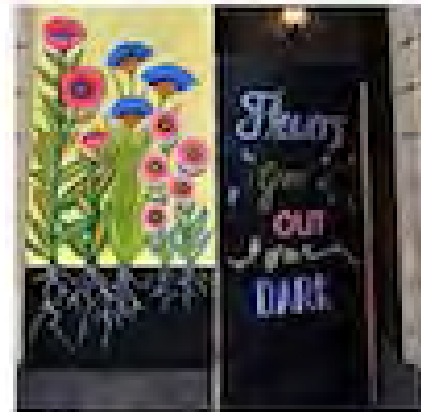
- Why I Go Downtown Campaign-ODA/CITY/PBIA PARTNERSHIP!
  - 5 community member videos (featured on FB and Instagram)
  - 100 downtown business listings on Shop & Dine Guide on WhyIGoDowntown.com
  - 25,308 page views and 19,886 visits since launch
  - Paid advertising in The Olympian, Thurston Talk, South Sound Magazine

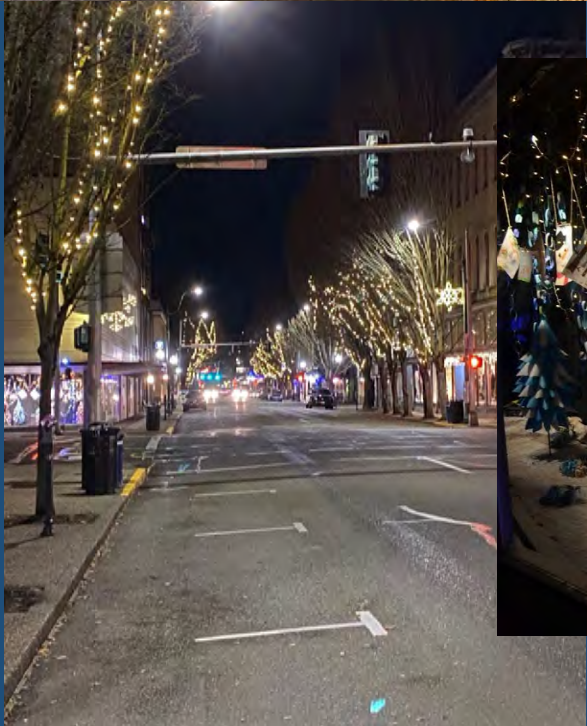
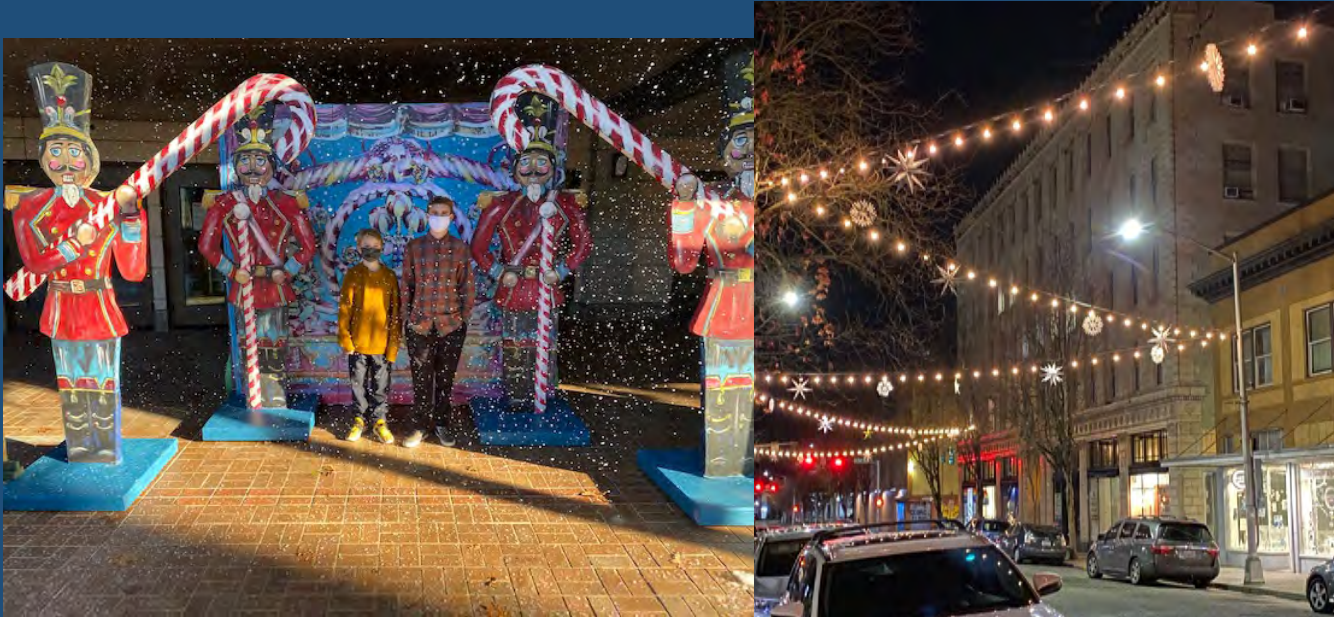




# COVID Response- Clean, Safe, & Healthy

- Artists on Board- ODA/CITY Partnership
  - Coordinated by Olympia Artspace Alliance
  - 9 artists compensated to create art on 9 boarded windows
  - 7,411 Facebook impressions and 823 likes on instagram
  - Featured twice in The Olympian
- Promising Notes-ODA/City Partnership
  - Coordinated by Octapas Café
  - 14 artists compensated to create original video/music footage
  - Over 1,300 YouTube views, 30,000 Facebook impressions, and 2,000 Instagram views





# COVID Response- Clean, Safe, & Healthy

- Holiday Lighting & Decor-  
ODA, Washington Center, and  
City
  - Tree lights on Capitol & 4<sup>th</sup>
  - Ornaments on festival lights
  - Winter Wonderland display  
(Olympia Artspace Alliance)
  - Nutcracker photo stations
  - Twinklefest (PBIA/City)





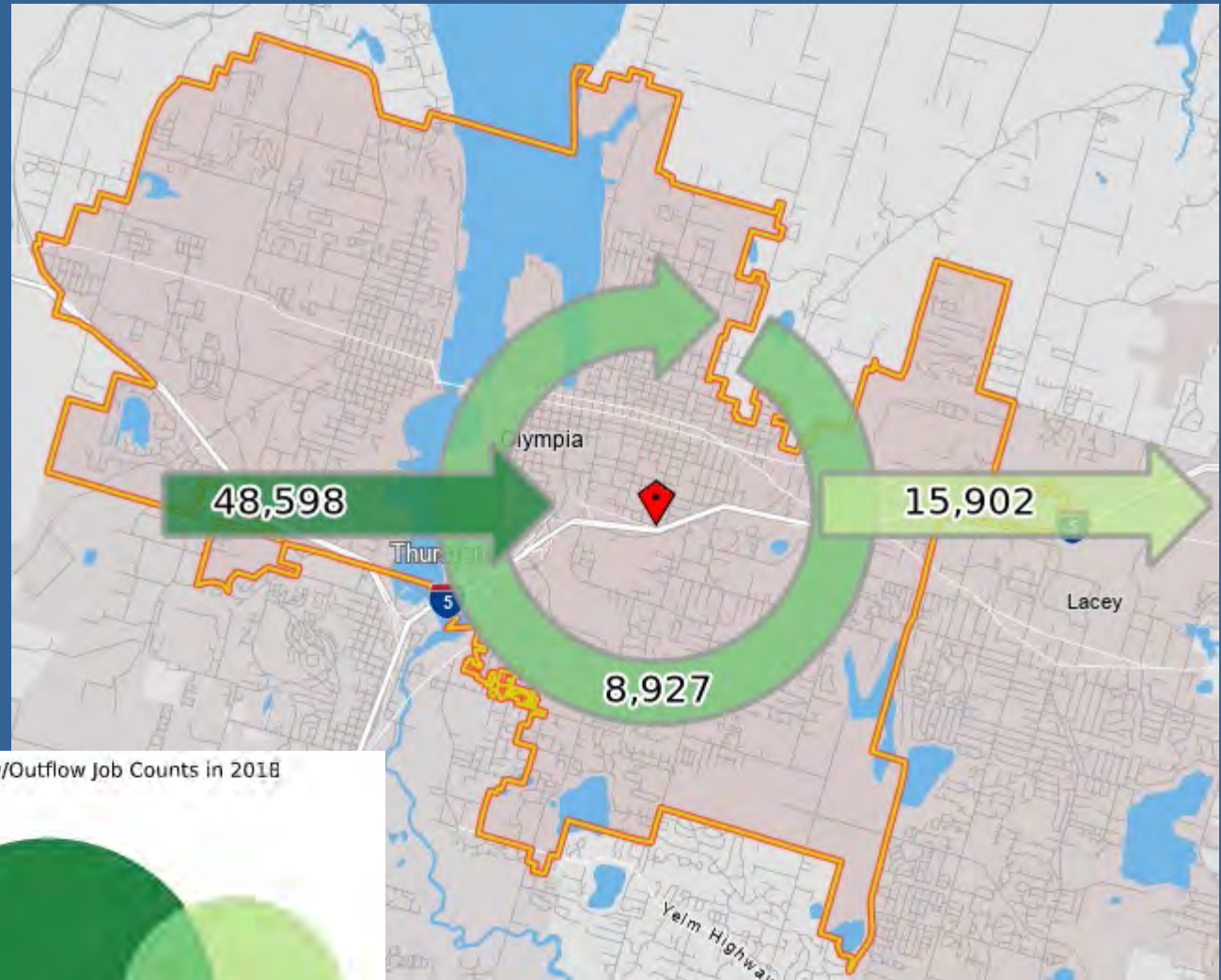
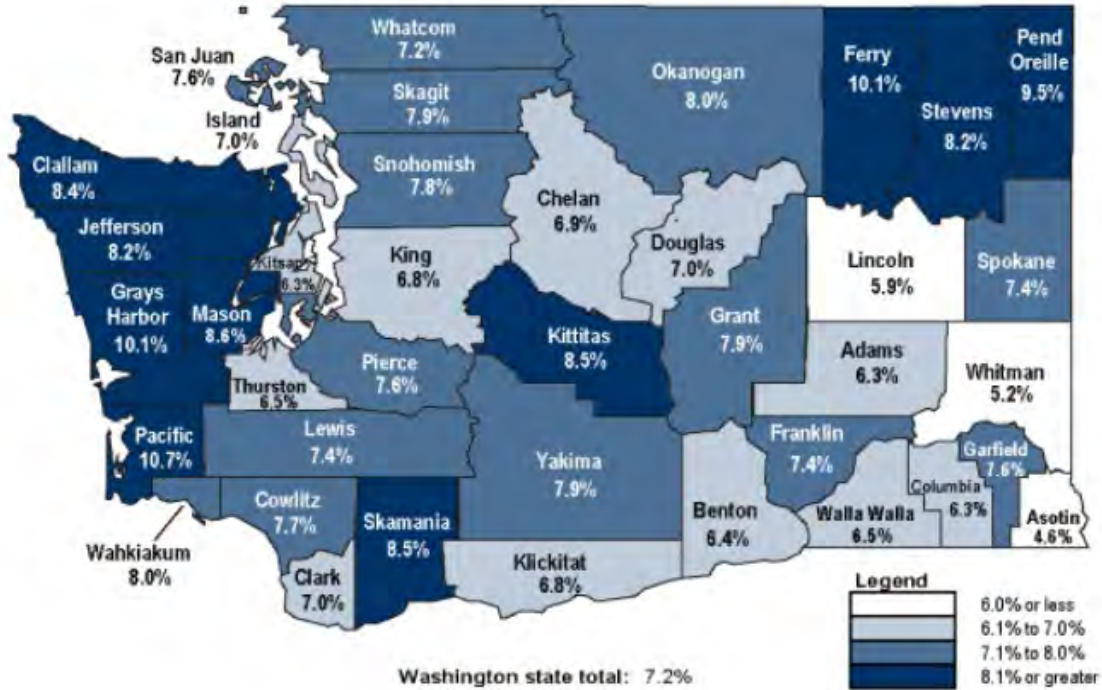
## Recovery & Reopening Grant - Olympia Downtown Alliance



- 26 grants awarded to businesses and property owners
- \$94,000 awarded
- Includes improved lighting, repair of broken windows and other vandalism, repair of facades and awnings, fresh paint, new signage, equipment to do business outside, heavy cleaning

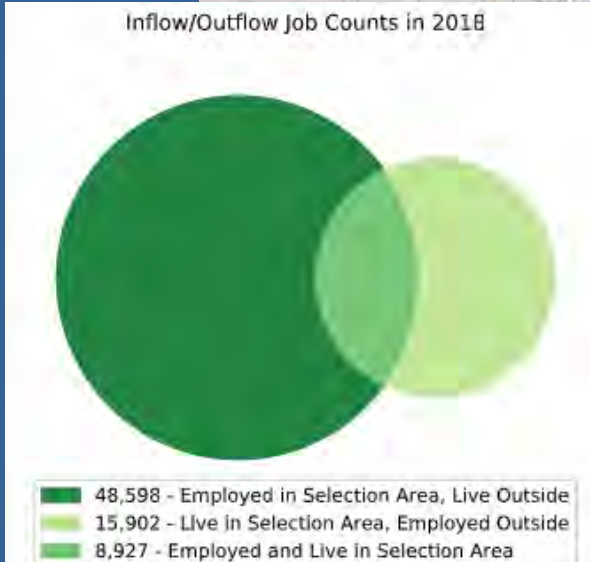


December 2020  
County unemployment rates, not seasonally adjusted



**Inflow/Outflow Job Counts (All Jobs)**

	2018	
	Count	Share
<a href="#">Employed in the Selection Area</a>	57,525	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	48,598	84.5%
<a href="#">Employed and Living in the Selection Area</a>	8,927	15.5%
<a href="#">Living in the Selection Area</a>	24,829	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	15,902	64.0%
<a href="#">Living and Employed in the Selection Area</a>	8,927	36.0%

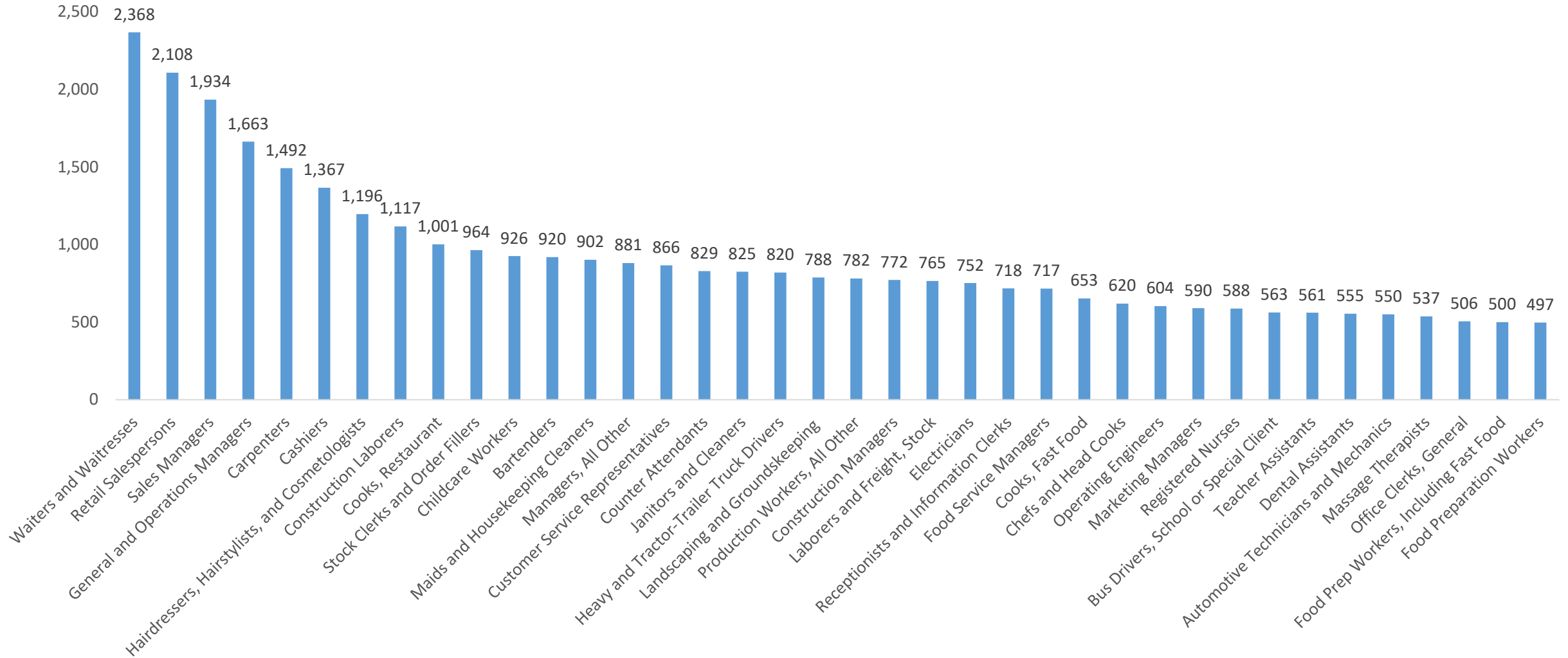


# What a “K-Shaped” Recovery Looks Like (U.S. BLS Data)

Industry	Feb. 2020 Jobs (thousands)	Aug. 2020 Jobs (thousands)	Change from Feb. (thousands)	% Change from Feb.
Federal, except U.S. Postal Service	2,265	2,561	296	13.10%
Warehouse clubs/supercenters	1,968	2,167	199	10.10%
Couriers and messengers	848	923	76	8.90%
Miscellaneous computer and electronic products	33	35	2	6.30%
Building material and garden supply stores	1,309	1,389	80	6.10%
General merchandise stores	3,047	3,218	172	5.60%
Food services and drinking places	12,303	9,815	-2,488	-20.20%
Child day care services	1,039	825	-214	-20.60%
Air transportation	511	403	-108	-21.10%
Clothing and clothing accessories stores	1,289	917	-372	-28.90%
Transit and ground passenger transportation	508	348	-160	-31.50%
Arts, entertainment, and recreation	2,472	1,603	-870	-35.20%
Accommodation	2,091	1,311	-781	-37.30%
Performing arts and spectator sports	512	276	-236	-46.00%
Motion picture and sound recording industries	456	228	-228	-50.00%

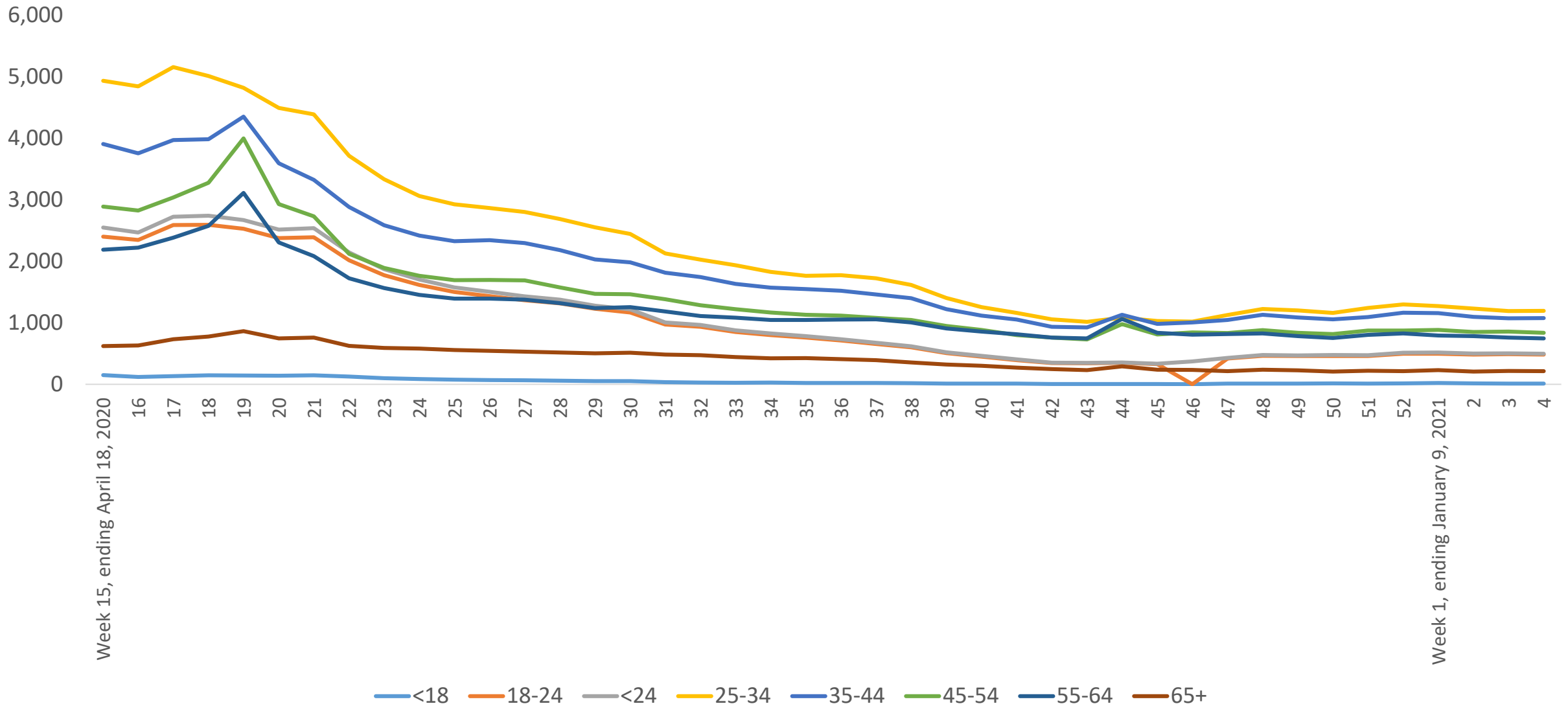
# Most Impacted Occupations

(Cumulative total Thurston County *initial* claims March 8, 2020 thru Jan 31, 2021)

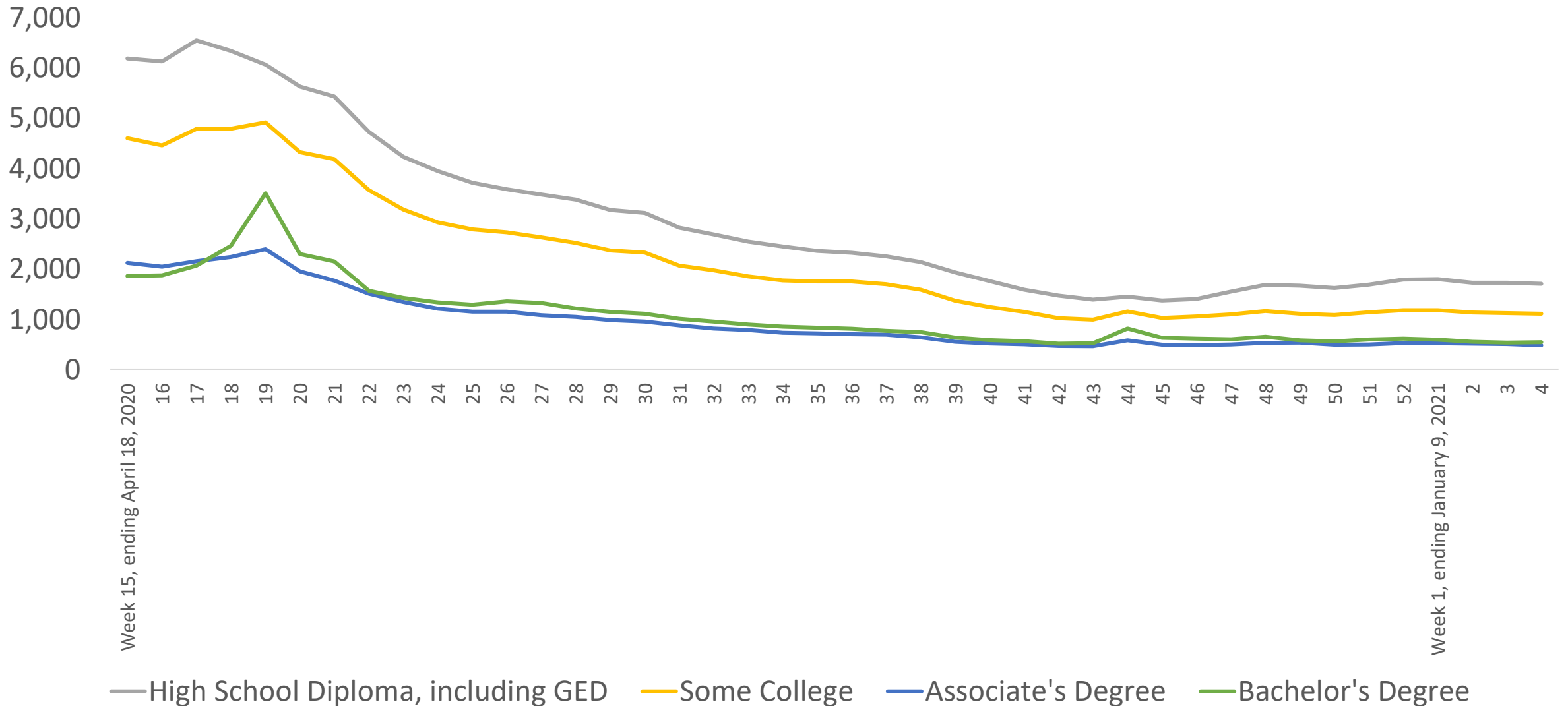




# Continuing claims by age



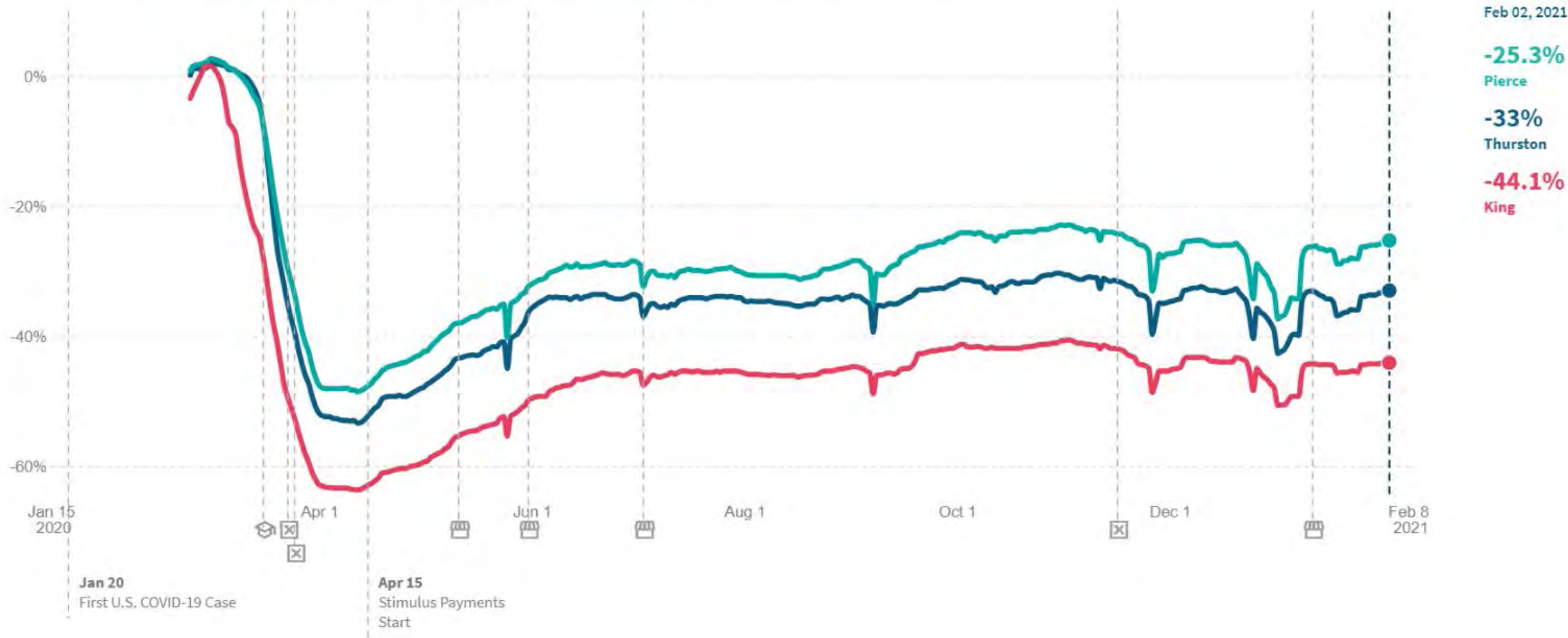
# Continuing claims by educational attainment





## Percent Change in Time Spent Outside Home\*

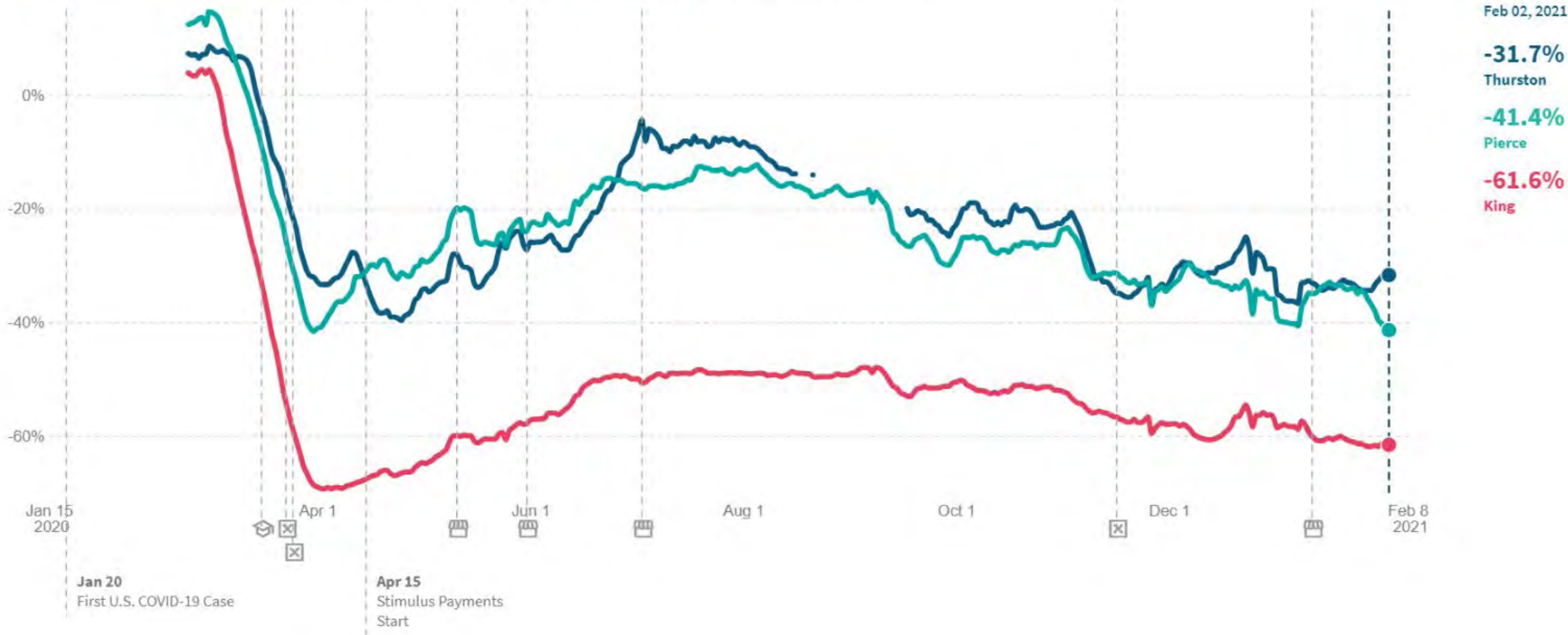
In **Thurston**, as of **February 02 2021**, total time spent at workplace locations **decreased** by **33%** compared to January 2020.



\*Change in the average time spent outside of residential locations indexed to the period between Jan 3-Feb 6 2020. This series uses data from Google's COVID-19 Community Mobility reports.

# Percent Change in Time Spent Outside Home\*

In **Thurston**, as of **February 02 2021**, total time spent at transit locations **decreased** by **31.7%** compared to January 2020.



\*Change in the average time spent outside of residential locations indexed to the period between Jan 3-Feb 8 2020. This series uses data from Google's COVID-19 Community Mobility reports.





LOCAL

## Who bought a home here in 2020? About 35 percent came from outside Thurston County

In-bound migration played a significant role in driving the Thurston County housing market last year.

UPDATED FEBRUARY 07, 2021 10:28 AM

### Major New Residential Development Projects as of Dec. 2020

#### MULTIFAMILY

Status	Total Units	Subsidized Low Income	Shelter Capacity	Downtown Units
Pre-application	350	28	38	200
Permit Review	598	65	60	187
Development Agreement Under Consideration	478	0	0	0
Under Construction	248	0	0	119
Recently Occupied (last three months)	321	0	0	321
<b>TOTAL MULTIFAMILY</b>	<b>1995</b>	<b>93</b>	<b>98</b>	<b>827</b>

#### SINGLEFAMILY

Status	Total Lots
New Subdivision (mixed single-family, townhome & duplex)	412

#### GROWTH

## Report: Washington should have built 225,600 more homes over past 15 years

Washington state lawmakers seek bipartisan policy solutions to keep up with growing demand for housing.

by Manoia Socairá / January 10, 2020