

THURSTON ECONOMIC  
DEVELOPMENT COUNCIL

# ANNUAL REPORT 2021







Talking Cedar Brewing,  
Photos by Nate Burgher



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# LETTER FROM OUR **BOARD PRESIDENT**

This past year was a year that can be described many ways – but truly, on behalf of the Board of Directors and the professionals at the Thurston Economic Development Council (EDC), thank you for your support of the EDC and for your work to make a more vibrant and sustainable Thurston County region.

The philosophy or unofficial moniker of the EDC is “onward and upward.” These three simple words convey so much. We use these three words to implement strategic action, we are confident that our businesses and communities will be stronger tomorrow than they were today. We act from sense of abundance. The glass of opportunities is neither half-full nor half-empty – it is refillable. Our annual report reflects but a small vignette of the actions that were taken this year. The Washington State Department of Commerce has designated the EDC as the Associate Development Organization (ADO) for Thurston County. To honor this designation, we are required to pursue partnerships, opportunities, and leverage resources that positively affect the county’s economy.

As we take a moment to reflect on our work, our Board of Directors is proud of the work and the positive influences that the EDC and our Center for Business & Innovation (CB&I) has had. We have strategically created an entrepreneurial and business eco-system serving all four geographic corners of our county. In the northwest is the Lacey MakerSpace – created to be supportive of makers, youth, businesses, and entrepreneurs to create models or prototypes of products to take to market; or increase their personal skills in the trades. In the center is the Olympia Creative District – emerging to support and grow the arts sector and support the creative applications towards solving problems and to bring beauty and inspiration to our lives. The center also has the Tumwater Craft Brewing & Distilling Center – the centerpiece of our region’s legacy industry and home to the Innovation Partnership Zone that super-charges the rebirth of craft beer, distilled spirits and ciders. Finally, in the south is the SW Washington Agriculture & Innovation Business Park – a project which is taking shape to support and grow the local produce and agriculture products that feed our region and communities. The EDC and our CB&I align with these four pillars – in supportive partnerships, active engagement, and working efforts.

We continue to work to develop an inclusive economy, which benefits all County residents. We are committed to core values of inclusivity, equity, sustainability, and vibrancy of our community.

Contained in the pages of this report is a description of how our programs and platforms were put to use by our business community and County residents. It is a direct reflection of the vision of the Board of Directors; the strategic implementation of our professional staff – and just as importantly, the role that you, our stakeholders have played in these efforts.



On behalf of the entire EDC and CB&I Boards of Directors, we say thank you, as well as “onward and upward!”

I wish you a most prosperous remainder of 2022 and into 2023.

**Heather Burgess, Phillips Burgess PLLC**  
President of the Board of Directors (2021 – 2022)

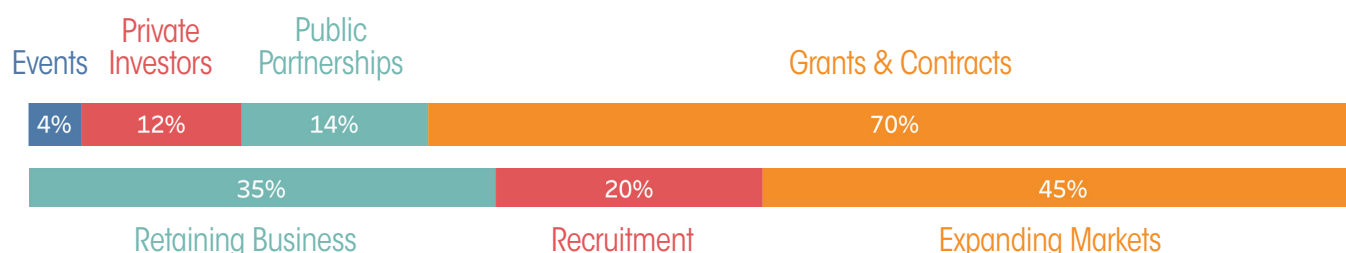
# FINANCIAL REPORT



As the state-designated economic development agency for Thurston County, we take our mission to create a vibrant economy that serves the population of Thurston County seriously. That's why the Thurston EDC is continuously innovating to find new avenues to strengthen and diversify our local economy.

We've used the IMPLAN input/output model to quantify our total economic impact for this report. IMPLAN is an industry-standard tool used by academics, governments and economic developers nationwide to conduct economic impact analysis. To complete our research, we used the most recent trade dataset inclusive of the 2020 COVID-19 pandemic.

## INCOME



## EXPENSES

## OUR ECONOMIC IMPACT

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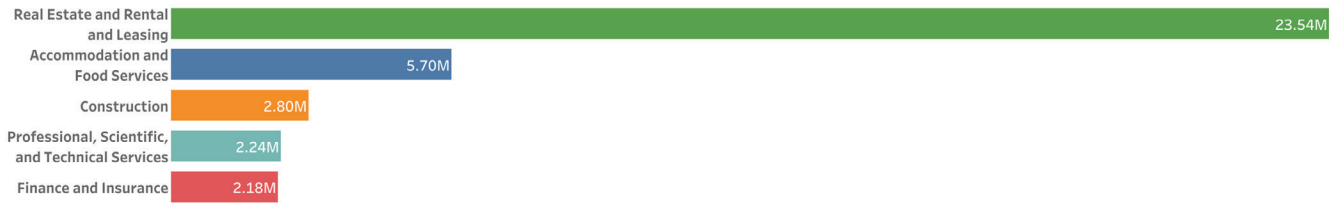
we used the most recent trade dataset inclusive of the 2020 COVID-19 pandemic. This analysis is conducted for the time period of April 2021 – April 2022 and details only impacts to Thurston County.

During the 2021-2022 annual period, the EDC's operating budget was \$4,656,679. For this \$4,656,679, the Thurston EDC returned to the local community \$44,396,164.91 in total economic output. For every \$1 the Thurston EDC administered, we returned \$9.53 in economic activity.

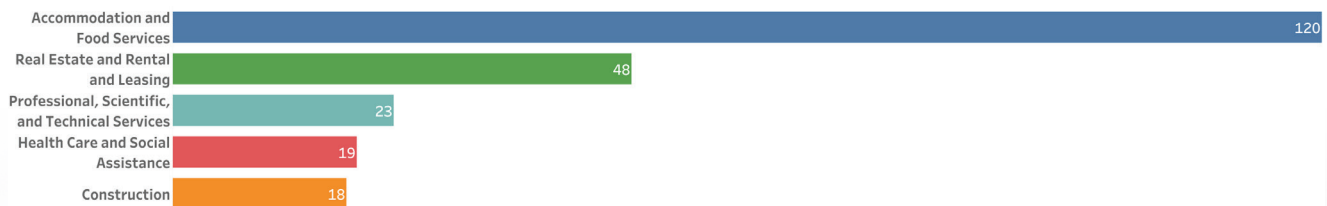
This output spurred on an additional 301 total jobs that were either created or sustained due to the annual activities attributable to the Thurston Economic Development Council.



# OUR MOST IMPACTED INDUSTRIES BY OUTPUT



# OUR MOST IMPACTED INDUSTRIES BY EMPLOYMENT



FOR EVERY **\$1.00** ADMINISTERED, THE THURSTON EDC RETURNED **\$9.53** IN ECONOMIC ACTIVITY

**\$44,396,164**  
IN TOTAL ECONOMIC OUTPUT  
FOR THURSTON COUNTY

**301**  
JOBS





# OUR PROGRAMS



**BEST** or **Business Enterprise Startup Training** is a SEAP approved online course designed to help business startups craft a well-structured business plan. Using online learning modules, a business plan workbook and a business plan web application, entrepreneurs have access to tools that make writing a business plan much less intimidating.



In partnership with the Thurston Strong Covid-19 recovery plan, the EDC has stood up the **BIPOC Business Advisory Council**. This group will provide advice and develop recommendations on strategies and policies to help businesses reset, recover, and relaunch from COVID impacts to ensure that the region's economy is moving forward with a focus on inclusivity.



**CB&I Consulting** connects business owners with consultants for direct technical assistance. These project based consultants are paid directly by the Center for Business and Innovation and are available in areas like e-commerce, accounting systems, tax consulting and more.

## INNOVATION PARTNERSHIP ZONE

Thurston County is home to the **Innovation Partnership Zone** for Craft Brewing, Distilling and Ciders. This designation from the Washington State Department of Commerce is in recognition of the partnership that exists between private sector employers, economic development organizations, education and civic leaders to grow and expand this economic sector. The Thurston EDC is the convener and official designee for this regional strategy.



**Intro to Business** is an 8 step, instructor-led course will help new businesses navigate everything they need to know about how to start a business in Washington State. Offered at no-cost this course is available in English, Vietnamese, Korean, Spanish and Hindi.





The Roy Heynderickx Hub for Innovation at the **Lacey MakerSpace** is a workshop for builders and inventors. Located on the Saint Martin's University Campus in Zaverl Hall the space serves as a catalyst for economic growth. The Lacey MakerSpace benefits the community by providing access to advanced design and fabrication tools, business and education resources, and skill development.

## *Let's Talk Business!*

The Washington Center for Women in Business presents **Let's Talk Business** as a no-cost, monthly webinar series featuring business professionals from across the State of Washington with various expertise. The webinars cover a variety of topics related to starting and growing a business. The WCWB hosts a library of past Let's Talk Business episodes on their website. Past episodes can also be accessed at no-cost.



**Mastermind** This monthly training and networking series provides businesses access to subject matter expert speakers to dive deeper into specific relevant business topics and their practical application. Business owners interact with experts and peers to discuss topics and identify opportunities for business growth.



**Quick Startup** is an online incubator brought to you by the Washington Center for Women in Business that provides approved participants a scholarship that includes startup training, business branding, and an e-commerce seller's site package that includes an annual subscription.





# OUR PROGRAMS *Continued*



## Regional Agricultural Development

The Thurston Economic Development Council is leading efforts in support of agricultural business viability and towards building a more resilient regional food supply chain. In collaboration with a broad base of private, public and non-profit partners, the Thurston EDC is working to build a vibrant agricultural economy. We are working toward growing and processing more food within our region for distribution to the people of our region and beyond.



The Thurston EDC **Research** team handles all economic research questions for both the public and private sector. Topics include labor data and industry data, consumer demand, economic impact analysis, applied economic theory, housing and many more. The Thurston EDC

regularly collaborates with research academics to create actionable economic products for our local community.

## Events

Thousands of community members attend our events every year. Come learn about the local economy and economic development at our five county Regional Economic Forecast and Innovation EXPO, or about exciting new projects at our Real Estate Forum. Join us at Alliance Northwest, the largest government contracting conference in Washington State and INSPIRE, a business conference designed specifically to meet the needs of female entrepreneurs.





# STEDI

South Thurston  
Economic Development Initiative

**South Thurston Economic Development Initiative (STEDI)** is a consortium focused on long-range economic and community development in the rural areas of the Thurston County. STEDI connects the collective strengths and resources of participating South Thurston communities with our strategic community partners to identify and implement efforts that will meet South Thurston's economic and community development goals.



## Southwest Washington Food Hub

Our food hub works towards creating a sustainable, local food system that helps connect local farmers to local consumers. With a focus on delivering high-quality, sustainable product to our local community, we are committed to reducing food miles and opening new market opportunities for our local agriculture business big and small.



**ScaleUp Training** is a statewide business growth training program in partnership with the WA State Department of Commerce. ScaleUp helps existing businesses grow their business through the creation of systems. Expert business trainers guide attendees through the process of understanding and implementing strategic growth strategies.







**Thurston Investment Network (ThINk)** helps connect businesses in need of capital to local investors to encourage local capital investment within Thurston County. The Center for Business & Innovation's coaching staff help businesses prepare their offering and practice their pitch, and then provide an opportunity for the business to get in front of the investment network. ThINk helps solve a critical need for businesses in need of start-up or expansion capital.



The **Washington Procurement Technical Assistance Center (PTAC)** advises businesses on how to win government contracts and subcontracts. The one-on-one technical assistance includes bid reviews, marketing assistance, contract performance, small business certifications, and more. PTAC also hosts procurement training classes and seminars, and helps businesses register with the correct databases in order to compete for government contracts.



The **Washington Center for Women in Business** offers no cost, one-on-one business coaching with professionals experienced in business startup, finance, accounting, marketing, and operations. Coaching can be conducted over the phone, through webinars, or in person. Entrepreneurs meet with coaches for one hour sessions to gain business knowledge and develop strategies to start or grow their businesses. Entrepreneurs will leave coaching sessions with a list of next steps in their business journey.





**FRONT ROW, LEFT TO RIGHT:**

**Yen Huyhn**, City of Olympia  
**Malcolm Miller**, City of Lacey  
**Evan Parker**, Kidder Mathews  
**Heather Burgess**, Philips Burgess, PLLC  
**Ann Freeman-Manzanares**, Intercity Transit  
**Marc Daily**, TRPC  
**Shina Wysocki**, Chelsea Farms

**BACK ROW, LEFT TO RIGHT:**

**Dan Jones**, ThurstonTalk  
**Wayne Fournier**, City of Tenino  
**Peter Agabi**, City of Tumwater  
**Tim Stokes**, South Puget Sound Community College  
**Michael McGaully**, Strader Hallet PS  
**Mark Steepy**, KPFF Consulting Engineers

**MIDDLE ROW, LEFT TO RIGHT:**

**Nancy LaPointe**, Navigate Financial  
**Chris Woods**, Boys & Girls Club of Thurston County  
**Gary Edwards**, Thurston County Commissioner  
**Joe Downing**, Port of Olympia Commissioner  
**Brian Fluetsch**, Sunset Air  
**Michael Cade**, EDC Executive Director  
**Carrie Whisler**, Olympia Federal Savings  
**Tony Taylor**, Tony Taylor Inspires

**NOT PICTURED:**

**Reid Bates**, Express Employment Professionals  
**David Burnett**, Chehalis Tribal Enterprises  
**Jessica Jensen**, Jensen Milner/Cap City Law PS  
**Annette Pitts**, Experience Olympia & Beyond  
**Daryl Fournier**, Heritage Bank  
**Cecelia Loveless**, MultiCare Foundation

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**CENTER FOR BUSINESS & INNOVATION BOARD OF DIRECTORS**

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**Nancy LaPointe**, President, Navigate Financial  
**Grace Kendall**, President-Elect, FASTSIGNS  
**Virgil Clarkson**, Treasurer, Retired Mayor/Councilmember, City of Lacey  
**Noel Rubadue**, Secretary, South Puget Sound Community College

**Kevin Leneker**, Single Handed Consulting  
**Denise Sawatzky**, TAGS Awards and Specialties  
**Todd Whitley**, BrightWire Networks  
**Scott Zylka**, Columbia Bank



THURSTON EDC IS PROUD TO BE A MEMBER OF THURSTON STRONG



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**CONTACT US**  
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THURSTONEDC.COM