
TRADE-LOGISTICS

CLUSTER ACCELERATION TEAM

STRATEGIC PLAN

2021

Prepared By:

edb

**ECONOMIC
DEVELOPMENT
BOARD** TACOMA
PIERCE COUNTY

THE STRATEGY

VISION:

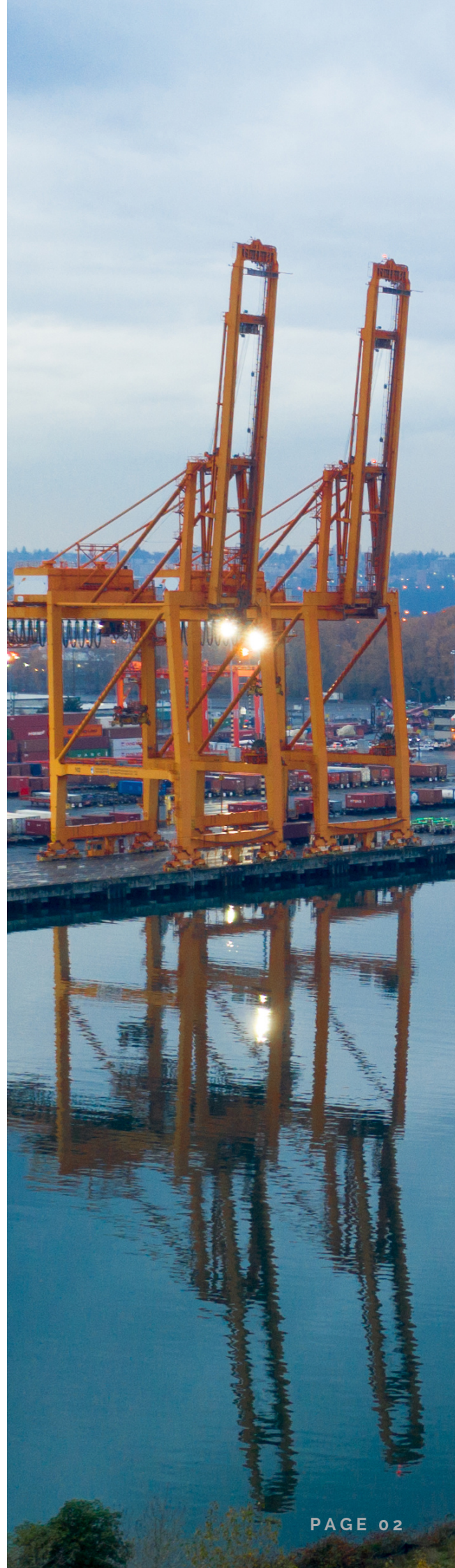
The Pierce County Trade-Logistics sector creates career jobs, economic prosperity, a healthy environment, and an inclusive community.

MISSION:

To unite industry and community stakeholders in supporting the growth of the trade-logistics sector through community education, policy advocacy, and workforce development,

STRATEGIC INITIATIVES:

- Community Education
- Policy Advocacy
- Workforce Development



STRATEGIC INITIATIVES

OVERVIEW OF INITIATIVES & TACTICS

After a clear vision, mission, and desired outcomes were established, the team focused on creating strategic initiatives to propel growth of Tacoma-Pierce County's Trade-Logistics sector.

The team decided on three initiatives based on the needs and opportunities of the trade-logistic community. Pathways for implementation of these initiatives were clarified through specific tactics established by the team.



STRATEGIC INITIATIVE ONE: COMMUNITY EDUCATION

Increase the understanding of the Trade-Logistics sector and its value among the Pierce County community and within the sector itself.

TACTICS:

- Develop a database for business and stakeholder contacts.
- Create a communication plan that enables consistent messaging across allied groups.
- Establish an Ambassador Program that connects business professionals to students and the community.
- Produce an annual report that shares critical data with the community.

STRATEGIC INITIATIVES

Continued



STRATEGIC INITIATIVE TWO: POLICY ADVOCACY

Use our collective voice with policy makers for a strong Trade-Logistics sector and community.

TACTICS:

- Align and amplify advocacy that benefits the entire sector.
- Establish a "Day on the Hill".
- Create an Elected Officials Trade-Logistics Reception event.



STRATEGIC INITIATIVE THREE: WORKFORCE DEVELOPMENT

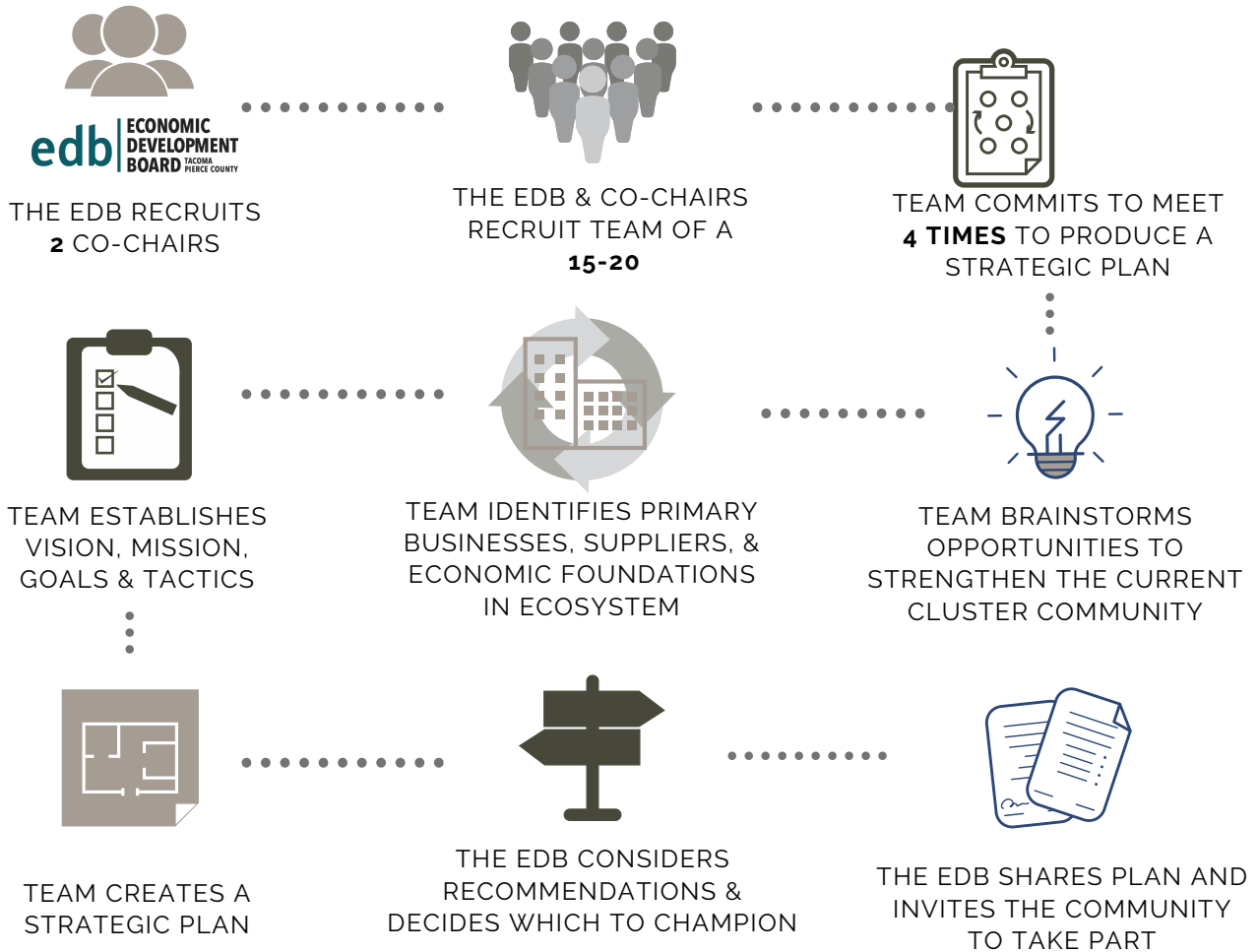
Increase the understanding and relevancy of the career opportunities in the Trade-Logistics sector across the region.

TACTICS:

- Leverage ambassadors, labor organizations, rotaries, veterans groups, trade organizations, and community groups to make connections in the Pierce County workforce.
- Build relationships with scholastic administration and legislators, locally and at the state level.
- Develop programs that help connect students and residents with community employers.
- Connecting workforce partners with underserved communities.

CLUSTER ACCELERATION PROCESS

ASSEMBLY & METHODOLOGY



TEAM MEMBERS

DEBBIE BINGHAM
City of Tacoma,
Community & Economic
Development Department

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Manufacturing Industrial
Council

BETTY CAPESTANY
Pierce County Economic
Development Department

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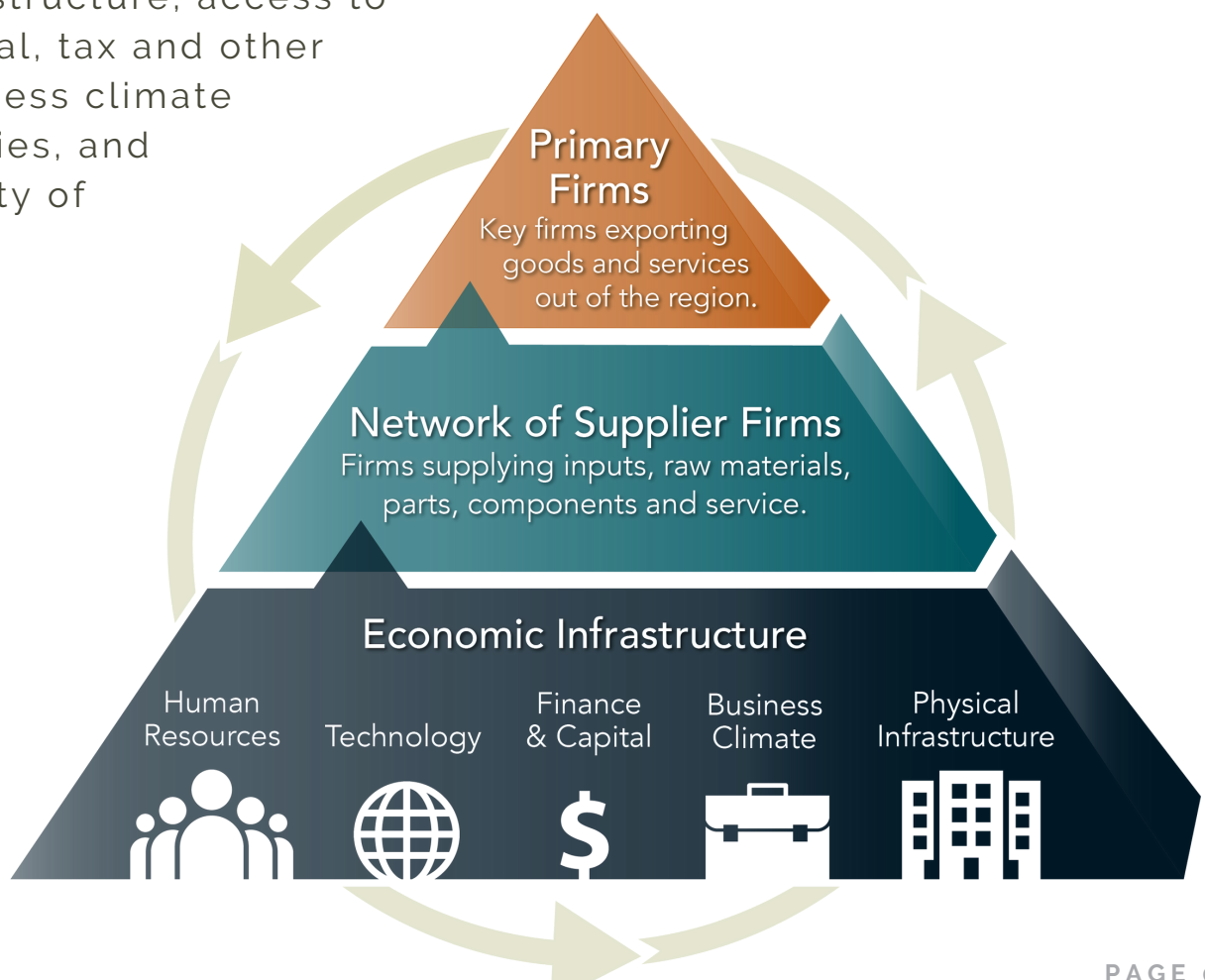
TONG ZHU
Co-Chair
The Northwest Seaport Alliance

ABOUT CLUSTER TEAMS

STEPS TO CLUSTER ACCELERATION

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

At the apex of the cluster are primary firms, which export products or services outside of the region. A network of supplier firms and partners provide raw materials, components, parts and specialized services to the primary firms. Supporting both the lead firms and suppliers/partners are economic foundations, which include educational institutions and programs, physical and technological infrastructure, access to capital, tax and other business climate policies, and quality of life.



WHY CLUSTER ACCELERATION?

Cluster acceleration is a long-term play. Unlike traditional economic development efforts of specific business recruitment and retention, cluster work has systematic impacts that enhance the entire cluster of the economy over time.

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

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

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



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