

Riddle...

What do you do to promote Economic Development that gets you:

- 12 million impressions in social media,
- nearly 9 million impressions in print, radio and TV coverage, and
- a mention in a related page on Wikipedia?!

Washington Economic
Development Association
Summer 2019 Conference

Pierce County “Open to Business” Campaign

Kevin Clegg
Pierce County
Economic Development Department

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A livable **Pierce County** where people choose to ...

WORK

LIVE

RAISE A
FAMILY



A call to action...

- May 2018 Seattle City Council passes a controversial head tax aimed at large employers
- Need to develop a swift and cohesive message to the Puget Sound Business Community
- Executive secured support across the County
- Communications team built expectations and suspense around an announcement

The announcement...

- May 22, 2018 press conference
- Executive Dammeier, Pierce County Council Chair, the mayor of Tacoma and Mayors from 9 other Cities pledge to put forth proposals to implement job credits of at least \$275 per new job

“When it comes to creating jobs, messages matter, and the message we are sending loud and clear is that we want businesses to choose Pierce County and we recognize how important they are to creating vibrant communities.”

Bruce Dammeier, Pierce County Executive

- Impressive number of elected officials made it crystal clear the region is committed to family wage job growth.

Invaluable economic development media attention was generated...

A serious slap at Seattle: Pierce County plans \$275 tax incentive for companies, taking aim at its Northwest neighbor. **Geekwire & The Puget Sound Business Journal**

Why one VC says Seattle's new head tax is bad for startups. **Pitchbook**

Will Seattle's Controversial Tax on Big Businesses Stunt Its Economy? It's already stirring anger among corporations, and nearby cities are trying to capitalize on that. **Governing Magazine**

Pierce County offering employment tax incentives, opposite of Seattle's head tax. **Q13 Fox interview with Executive and Brandi Kruse**

Outcomes matter...

- Pierce County's reputation for presenting a reliable and welcoming business climate was solidified
- In developing the family wage jobs credits, Pierce County leaders proved their collaborative approach and;
- Broadcast the message that the region is, indeed "open for business."

Questions?

Kevin Clegg, Special Assistant
to Executive for Business Services

Pierce County Economic Development Department

(253) 798-6639

Kevin.Clegg@piercecountywa.gov