



# 2025-2029 Economic Development Strategy

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This Strategy identifies the key Economic Development goals and policies from the City's 20-year Comprehensive Plan to be emphasized over the next five years. These goals and policies are based on public engagement and Planning Commission and City Council discussions from 2022 to 2024. This Strategy provides six interrelated focus areas which respond to Shoreline's current economic and geographic conditions, emerging opportunities, and priorities identified by community leaders, residents, and businesses. It has been developed concurrently with, and to support, the Economic Vitality Goals of the City's Strategic Plan.

## Small Business & Startups

The backbone of the economy and source of the majority of both growth and existing employment.

- **Expand Small Business Advising**
- **Emphasize Women & Minority-owned Business Enterprises (WMBE)**
- **Grow Coworking, Accelerators, Incubators, & Events**
- **Support Home-Based Businesses**
- **Increase Neighborhood Commercial Uses**
- **Explore Feasibility of City-owned Property**

**Placemaking** and subarea planning will transform key areas into vibrant, community-focused spaces, with **Tourism** leveraging the **Creative Economy** to enhance economic growth and community vibrancy.

### Placemaking

- **Focused Policy Updates and Planning** for distinct, walkable, mixed-use districts
- **Innovative Activations:** Pop-ups, night markets, and creative gathering spaces

### Tourism & "Things to Do"

- **Sports Infrastructure:** Entertainment, training, and tournaments
- **Seasonal Attractions** to enhance and activate key locations
- **Grow and Optimize Events** with data analytics

### The Creative Economy

- Increase **Spaces for Creatives**, who together represent a key driver of the regional economy
- Support diverse artists and creatives, emphasizing equity and **Inclusive Growth**
- **Partner and Leverage Assets** like private recording studios, live performance venues and Shoreline Community College's Film program and Bracken Building

## Jobs & Housing Balance

Balancing job creation and housing development will help support Shoreline's small business and other economic objectives.

- **Target 2,500 New Jobs by 2029**
- **Focus on Growth Industries** like biotech and media production
- **Promote Key Sites** to attract employers to transit hubs and other opportunity areas

## City & Community Strength and Stability

- **Diversify the Tax Base**
- **Build Capacity** by supporting the growth of the Shoreline Chamber of Commerce and other partners
- **Track Vitality Indicators** including the number of business licenses, business income, and employment to evaluate and guide policies and programs