

Town of Concrete

Economic Development Plan

Infrastructure

Develop broadband to encourage business growth and expansion

Continue to expand broadband and wifi throughout the town and Growth Management Area

Maintain Proactive Town Government

Responsible growth; Fund infrastructure; Create review timetable; Monitor and report regulatory changes; Make sure codes are enforced.

Evaluate current Economic Development Toolkit

Establish Economic Development Office; Develop and fund Economic Development Director position; Create a Community Improvement District (CID); Create business incentives; Conduct economic and fiscal impact analysis on land use and zoning changes

Create a Regulatory Environment that Embraces Collaboration and Cooperation

Qualitative review and revise regulations that inhibit business growth; Develop business-friendly land development policies that encourage business attraction, retention; Explore land development policies that incentivize efficient development, including infill and mixed-use concepts; Formalize and promote the Town's streamlined development process.

Business

Identify Education and Training Needs

Align education institutions with business and industry needs; EDASC collaboration; Concrete Chamber of Commerce collaboration and entrepreneur development.

Identify Key Parcels/Buildings that can be Converted for Business or Industrial Use

Inventory town property and determine best use/development opportunities; Compile and update inventory of land and ownership of properties and their respective zoning; Collaborate with landowners/developers; incentivize increased density/mixed-use development; Options for open space uses such as parks; Compile and update database of buildings for commercial use and economic development opportunities; Strengthen codes to ensure properties are utilized to best use - research what has worked in other towns.

Create Innovative Partnerships to support New and Existing Businesses

EDASC collaboration; Create a database of survey data and analyses of existing businesses, visitations, quarterly meetings; Expand public/private partnerships such as school district, Upper Skagit Library, Community Action, state, federal; Leverage local, state, regional and federal resources; Schedule meetings with commercial real estate brokers and conduct area tours; Workforce readiness, education and training with regional, state and federal support; healthcare and community growth needs.

Marketing

Maintain and Promote Website

Updates as needed, and links should always be maintained; Promote the website address, www.townofconcrete.com

Maintain Town of Concrete Brand

Ensure Town's brand and vision are aligned; Promote successful Concrete businesses as brand ambassadors; Educate regional leaders and industry partners on Concrete; Facilitate collaboration among partners to pool external expertise and resources; Host workshops, roundtables, mixers and other events with developers, businesses and neighboring communities; Evaluate communication programs. Identify strengths, weaknesses, opportunities and threats; Monitor and post on social media platforms.

Use Area Strengths in Marketing

Quality of life Concrete; The Great Outdoors; Local community collaboration; Cooperative marketing efforts with other potential economic development partners.

Promote the Business Identity of the Town

Promote the Town as a place for outdoor recreation, business, and industry; Collaborate with EDASC to align with regional plans; Collaborate with regional partners through a comprehensive Memorandum of Understanding to market the Town for economic development; Develop a marketing, media and promotions plan to promote the Town

Community

Use Historic Area, Landmarks, Parks and Recreation as Economic Drivers

Examine alternative uses for existing venues; Explore and promote opportunities for the arts and cultural events; Promote the Town Center District as a regional performing arts venue and cultural asset; Invest in, support, and promote cultural and heritage events and "social infrastructure" such as Cascade Days, Ghost Walk, and Fly-In.

Historic Preservation

Maintain and preserve historic integrity of historic areas within Town Limits, such as Town Center. Review and revise town historic building codes; Develop guidelines for preservation of historic structures Develop historic preservation incentives; Historic Preservations and Landmarks Commission collaboration

Foster Sister City Relationships

Form regional, national and international Sister City relationships with cities and towns with similar attributes, assets, and challenges.

Environment and Climate

Regeneration, preservation, and promotion - position Concrete as a hub for regenerative entrepreneurship, permaculture, horticulture, agroforestry, mycology, and climate action can-do!

Presented by the Economic Development Commission and approved by the Concrete Town Council, this 12th day of August, 2024.