

Comments – Chapter 2, Economic Development – GENERAL COMMENTS

In October, Visit Kitsap Peninsula (VKP) submitted comments for consideration and inclusion in the 2016-2036 Kitsap County Comprehensive Plan Update. The comments covered specific Goals & Policies related to Chapter 2 - Economic Development, as well as other sections in the Comprehensive Plan, directly related to addressing Kitsap Tourism industry.

At present, Kitsap County looks to the Kitsap Economic Development Alliance (KEDA) for guidance as noted in KEDA's contract (2015 Budget Document – Outside Agency) with Kitsap County, and as described on page 37 of the 2006 Comp Plan draft. Under Strategy 1 – 3, KEDA is listed as the primary agency to provide economic development for all jurisdictions and to “partner with other agencies and organizations to update, revise and create policies and programs as warranted to support target industry sectors.”

Tourism is “target industry sector’ and cluster recognized by Kitsap County, KEDA and the Puget Sound Regional Council (see attached PSRC Tourism & Visitor Cluster Profile). As stated on page 31 of the Comprehensive Plan draft, Economic Development Goal 2 will support “...economic opportunities consistent with local and regional plans”.

While KEDA does include a reference to the tourism sector in its sales brochures, website, power point presentations and 2015 Work Plan (page 5, Lead Initiatives – Focus on Business) there is no other references to reflect the contribution and potential of the tourism sector to achieve County goals.

In a recent email to the VKP, KEDA staff acknowledged the agency is not directly involved in Kitsap's tourism sector and affirmed that the County should look to the VKP for guidance related to the 2036 Comprehensive Plan update. The VKP appreciates KEDA's willingness to acknowledge that the VKP has the expertise to provide Kitsap County with the necessary guidance to “create policies and programs as warranted to support target industry sectors”, which includes tourism.

Based on this input, the VKP would like the opportunity to submit a Work Plan for Kitsap's tourism industry that can be included in the 2036 Comprehensive Plan as a point of reference.

Based on input from a wide range of stakeholders, including Russell Steele, CEO, Port Madison Enterprises, the VKP would also like to request Kitsap County's 2036 Comprehensive Plan Update include overarching Goals and Policies related to Kitsap tourism sector that would broadly cover all sections of the 2036 Comp Plan and jurisdictions. This would be in addition to individual references such as in Chapter 8 – Sub Area Plans/Kingston Goals & Policies; on page 93, Kingston Economic Development Goal 3, “Support tourism to enhance the local economy”, and on page 108, Silverdale Sub-Area Plan/Goal 3/Policy 11 “Encourage and support tourism activity as a significant contributor to the Silverdale economy.” We appreciate there may be other references as well.

While we appreciate that the current Comprehensive Plan Update, does include additional mentions of tourism, it still does not provide it the status; i.e. specific and dedicated Goals & Policies as afforded other targeted industry sectors.

Following is a dedicated Tourism Goal & Policies submitted in October (via email) for inclusion in the Economic Development section. As requested, we are re-submitting using the online portal for general comments. We will use the general email to provide additional comments and support documents.

Submitted by Visit Kitsap Peninsula, Board of Director
Patricia Graf-Hoke, Director

Email from KEDA: On Oct 30, 2015, at 11:10 AM, Kathy Cocus wrote:

See comments below. KEDA focuses on all primary business with the exclusion of tourism and I'm happy to review Patty's additions for the comp plan. And ... it has been proven that CEOs and business owners visiting an area often leave considering it as a new business location. Attention to tourism is a vital part of a business recruitment plan. Kathy

2035 KITSAP COUNTY COMPREHENSIVE PLAN UPDATE

ECONOMIC DEVELOPMENT – AMENDMENT/ADDITION CONSIDERATIONS.

Economic Development Goal 1. Promote a healthy and diverse economy that provides for a strong and diverse tax base, encourages business formation, retention, and expansion; creates industrial and professional business and employment opportunities to attract new business to the County.

Economic Development Policy #. Kitsap County will work to allocate funding for long-term economic development. Kitsap County recommends a cooperative partnership among the County, cities, tribal governments, port and local districts, the Kitsap Economic Development Alliance (KEDA), and the private sector, to share in the costs relating to industrial, commercial, technology, tourism, business retention, expansion, startup and recruitment activities. Kitsap County recommends that each agency increase and prioritize its business retention, expansion, startup and recruitment activities. (of course – good catch!)

NEW TOURISM SPECIFIC GOAL & POLICIES - CONSIDERATIONS

Economic Development Goal # (TBD). Support Kitsap's growing tourism industry to facilitate economic diversity, development and employment that value, preserve and promote Kitsap County's natural, cultural, historic and recreation assets for the enjoyment of residents and visitors.

Economic Development Policy #. Consider, Identify and support county-wide tourism development, growth and opportunities consistent with

Kitsap County goals and policies.

Economic Development Policy #. Work with the official county tourism agency, Visit Kitsap Peninsula, port districts, private sector, other qualified tourism related entities and user groups to identify current and potential visitor and event amenities and services.

Economic Development Policy #. Support development and funding of tourism/visitor programs to stimulate access, utilization and sustainable economic benefit for county owned parks and event facilities.

Economic Development Policy #. Develop partnerships to facilitate collaboration among government, private, nonprofit and individual entities to finance and support tourism development, strategies and programs.

Economic Development Policy #. Encourage department and staff to work with local tourism resources to identify potential visitor amenities, partnerships and economic benefits during planning process.

We recommend that there be an over arching Goal & Policy for the Transportation section that references the importance of including tourism/visitor traffic during the development and planning related to local and regional transportation and non-motorized projects.

LAND USE - CONSIDERATIONS.

Land Use Goal 6: Direct development to designated growth Urban Growth Areas consistent with projected population and economic development growth, Growth Management Act and Countywide Planning Policies while considering development patterns that use urban land more efficiently and that incorporate innovative and sustainable practices when feasible.

NEW - Land Use Policy #: Work with local economic and tourism agencies to consider and identify current and future (tourism related) economic development opportunities in Urban Growth Areas.

Land Use Goal 7: Preserve and develop shorelines in a manner that allows for an orderly balance of uses by considering the public and private use, along with the development of shorelines and adjacent land areas with respect to the general distribution, location and extent of such uses and development.

NEW - Land Use Policy #: Consider and identify opportunities to increase public access and foster environmental and economic benefits associated with Kitsap Peninsula National Water Trails and designation as part of the National Water Trails System.

Land Use Goal 8: Preserve and protect features of historic, archaeological, cultural, scientific, educational and economic value or significance through coordination and consultation with the appropriate local, state and federal authorities, affected Indian tribes, and property owners, through non-regulatory means.

NEW - Land Use Policy #: Consider and identify economic opportunities and benefits to facilitate access, maintenance, development and potential acquisition in planning decisions.

NEW - Land Use Goal #TBD: Consider and identify economic development opportunities and benefits related to other established industry sectors including tourism.

Land Use Policy # - Work with local, regional and state business, economic and tourism agencies to identify potential opportunities consistent with Kitsap County land use, environment and quality of life goals.

Land Use Goal 13. Protect Kitsap County's unique rural character.

NEW - Land Use Policy # - Consider and identify the vital connection between protection of Kitsap County's rural character and assets and current and future environmental benefits and economic opportunities.

Land Use Goal 14. Identify new and preserve existing open space in rural areas.

NEW - Land Use Policy # - Work with residents, user, environmental and business groups to consider opportunities to increase public access that are consistent with Kitsap County goals, respect the environment, facilitate economic and maintenance benefits.

Land Use Goal 16. Develop adequate rural public facilities and services to support local agriculture.

NEW - Land Use Policy # - Consider and identify current and potential economic opportunities and benefits to agriculture and agricultural-related businesses for the enjoyment of residents and visitors.

PARKS, RECREATION & OPEN SPACE - CONSIDERATIONS

NOTE: these comments were submitted for review by Jim Dunwiddie, Director, and forward to the Comp Plan Team.

Parks Goal 1. Provide regional parks, and open space to meet the active and passive regional recreational needs

NEW: Parks Recreation and Open Space Policy #. Work with qualified tourism and business entities to consider and identify current and future opportunities for public access to natural recreation assets and potential economic benefits that respect county goals and policies.

Parks Goal 2. Provide appropriate and necessary funding and resources to support access, management and maintenance of parks, facilities, and

open space lands of the highest quality possible.

NEW: Parks Recreation and Open Space Policy #. Work with qualified local private sector, tourism and non-profit entities and user groups to consider and identify current and potential economic and enterprise opportunities compatible with county goals and regulations.

With regard to Kingston Sub--Area Plan, page 93, Policy 12; "Foster partnerships...to promote tourism and business development". We recommend that this become an over arching Goal or Policy for the Tourism Sector in general that applies to all jurisdictions and private, public and non-profit organizations vs listing specific entities. An over arching Goal & Policies would then also apply to all communities served by Kitsap County that may not be identified in the sub-area plan (Seabeck, Olalla, etc.)