



CITY OF BLACK DIAMOND

Business Meeting

October 2009



Overall Goals

- ❑ Assist current businesses in surviving and thriving
- ❑ Market Black Diamond's unique qualities to potential new businesses
- ❑ Create opportunities for small start-up businesses
- ❑ Create welcoming gateways

Current Initiatives

- ❑ Identify City's unique selling points, such as location, physical beauty and "green" thinking of the community and test with the community
- ❑ Create citywide marketing materials based on above
- ❑ Update website with specific information and form GIS-based search for commercial properties
- ❑ Research possibilities for permitting- and construction-related incentives
- ❑ Implement retail market analysis
- ❑ Revitalize business advisory committee to provide ongoing input
- ❑ Implement contact management database for following up on leads/assessing possibilities for new or expanding businesses

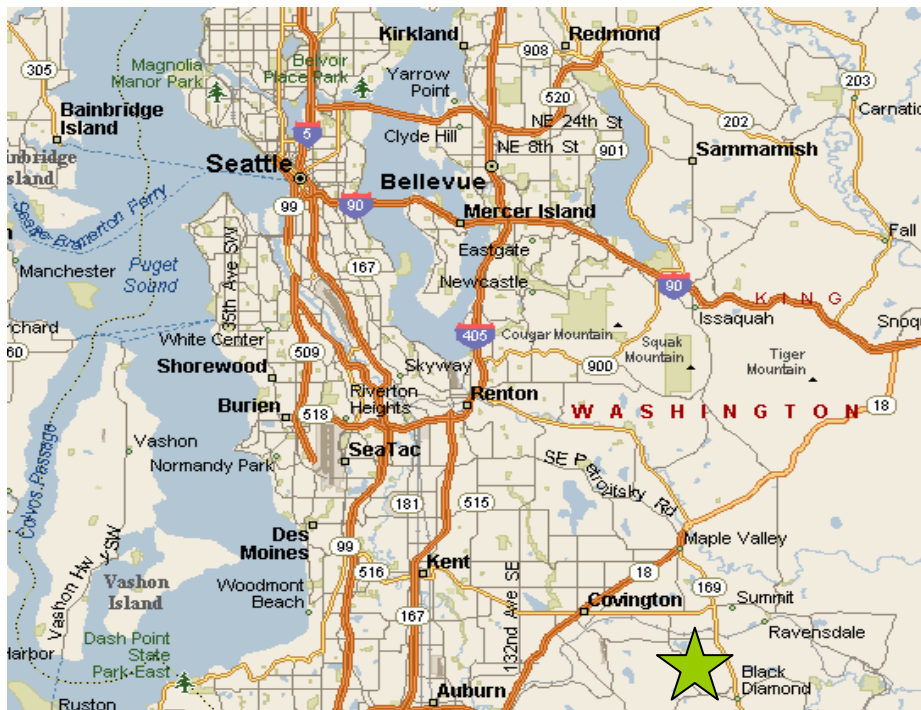
Current Initiatives

- ❑ Research incubator-type business model
- ❑ Actively identify and pursue economic development funding, including funding for infrastructure
- ❑ Advise businesses on signage designs to enhance the sense of place in Black Diamond
- ❑ Create inviting gateways into the city
- ❑ Create new wayfinding signage for key areas in marketing materials, such as historic district, Auburn/Black Diamond, SR 169 corridor and Villages commercial center

Purpose of Meeting

- Review relevant data on Black Diamond and South King County
- Discuss strengths and weaknesses
- Prioritize strengths for promotional materials
- Plan for marketing next steps

Accessible Transportation

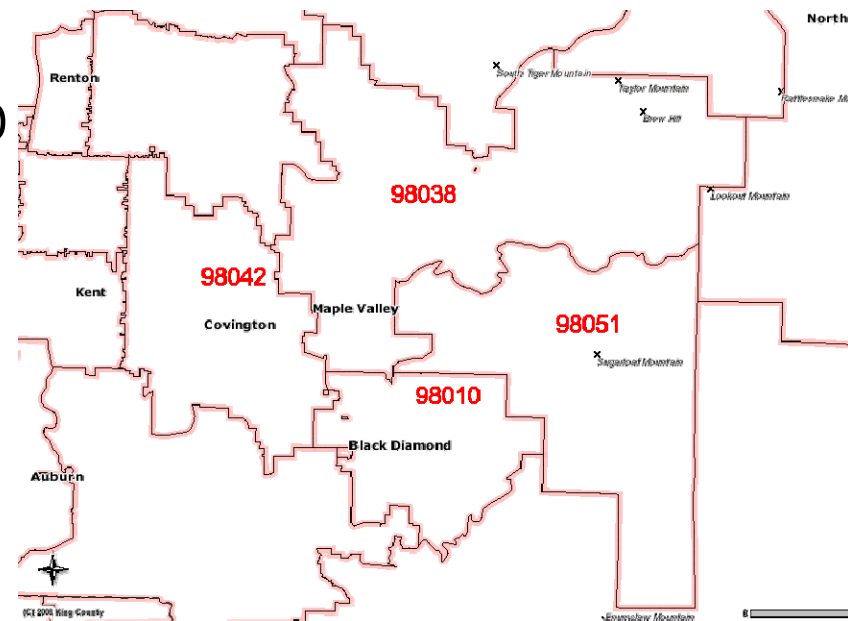


- 33 miles to Seattle, 28 miles to Bellevue, 30 miles to Tacoma, 32 to Issaquah, 39 to Bellevue
- Kent, Auburn, Renton, Issaquah employment centers nearby
- 22 miles from Sea-Tac Airport
- Near major north-south and east-west connectors (I-5, I-90)
- SR 169, SR 18, SR 167 easy access

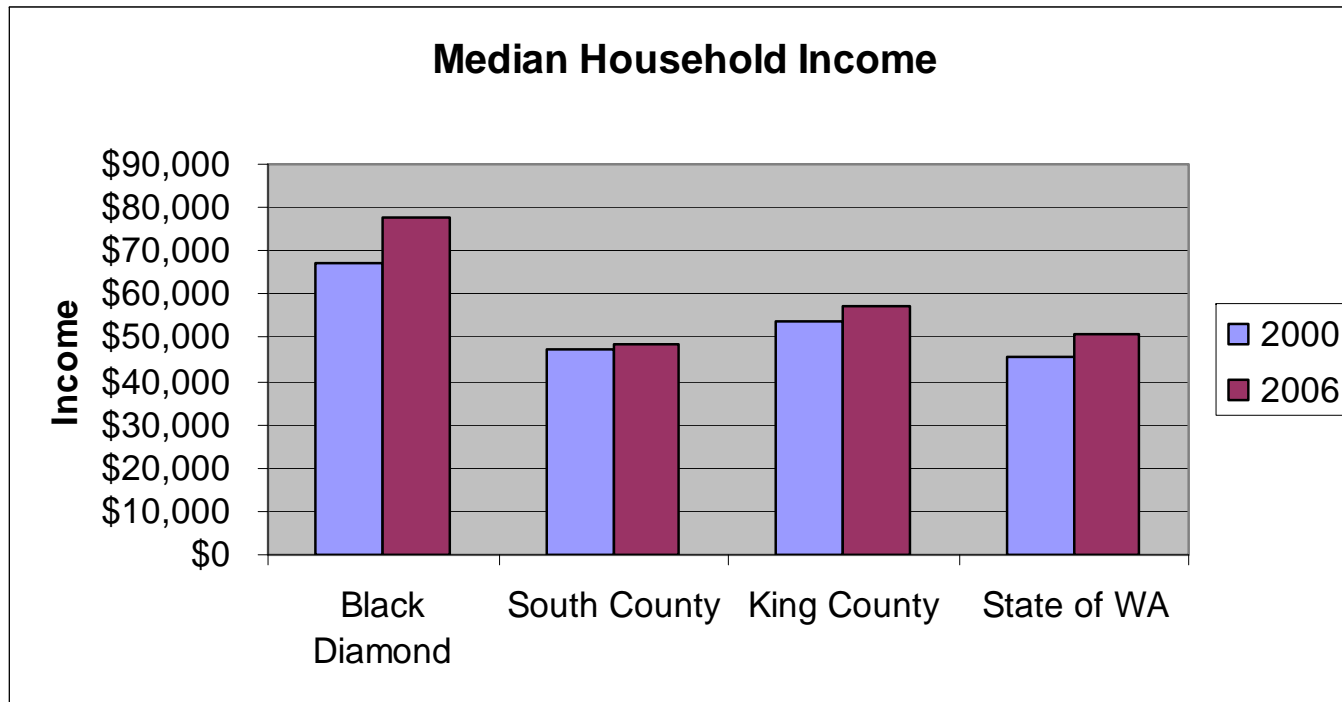
Fast Growing Area

- Tri-city area of southeast King County (Black Diamond, Maple Valley, Covington) expects 59,000 new residents over next 20 years
- Maple Valley and Covington have seen significant residential and commercial development over past 10 years
- Population within four zip codes of 98010 (Black Diamond), Ravensdale (98051), Maple Valley (98038) and Covington (984042) equals 78,700

Source: E.D. Hovee & Company for Covington

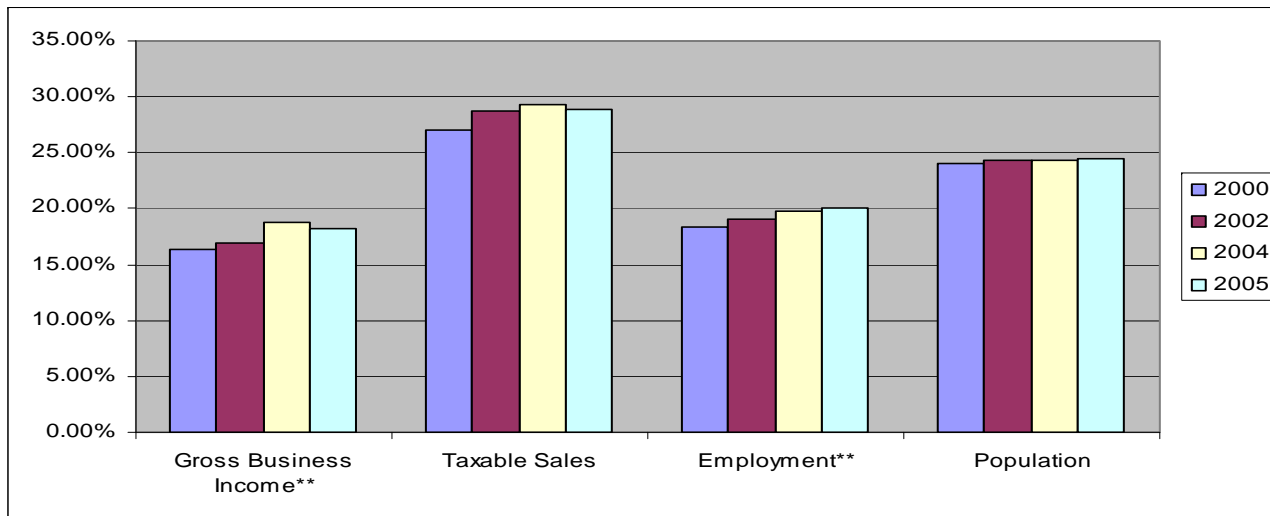


Comparatively Wealthy Population



Growing Share of Economy

- ❑ The following chart displays historical trends in the four major economic indicators.
- ❑ The south County Region has previously increased its share in each indicator, but for 2006 lost share to King County in each share but population.
- ❑ Compared to a 24.58% share of population, these cities comprise 23.52% of the gross business income, 28.95% of the taxable business sales, and 27.02% of the County's employment base.



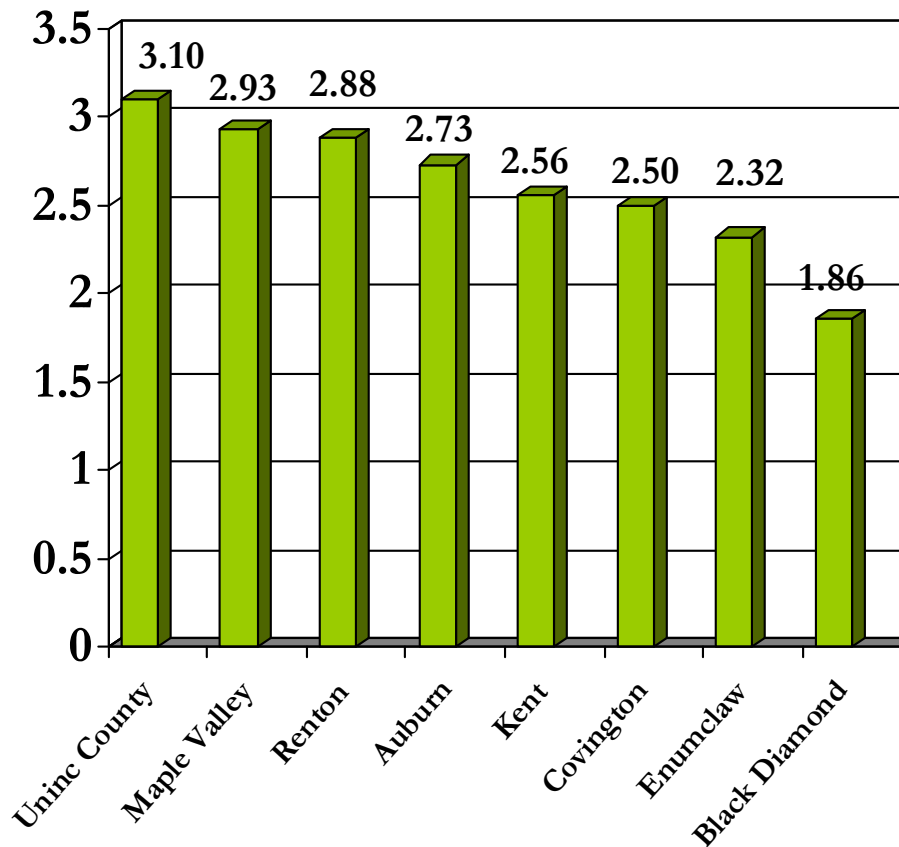
* South County as a share of King County

2008 Washington State Population Estimates

Jurisdiction	1990 Census	2000 Corrected	2007 Estimate	2008 Estimate	Change 2000-2008	% Change 2000-2008
Black Diamond	1,422	3,970	4,120	4,155	150	3.8%
Covington		13,783	17,190	17,360	3,407	24.7%
Enumclaw	7,227	11,116	11,320	11,470	204	1.8%
Maple Valley		14,209	20,020	20,480	5,811	40.9%
King County	1,507,319	1,737,046	1,861,300	1,884,200	124,254	7.2%
WA State	4,866,692	5,894,121	6,488,000	6,587,600	593,879	10.1%

Low Property Taxes

Property Tax Rates



Black Diamond's assessed value is \$1.86 per \$1000 vs. Maple Valley which is \$2.93 per \$1000.

Sample Wayfinding Signs



Potential Selling Points

- ❑ Rural setting in an urban area
- ❑ ½ hour from major cities
- ❑ Huge growth expected over next 15-20 years
- ❑ Little town feel, big city possibilities
- ❑ Unusual opportunity in affluent King County area
- ❑ Get in on ground floor

Truth Testing

- ❑ What are our weaknesses?
- ❑ What are our strengths?
- ❑ What strengths are most important to business?
- ❑ Are the activities appropriate?
- ❑ How do we market our city?

Truth Testing #2

- How would you sum up our City's strengths?
 - As many words as you want
 - 15 words or less
 - 10 words or less
 - 8 words or less

The Good, Bad and Silly

- ❑ Jewel in denial
- ❑ Diamond in the rough.
- ❑ It's in our nature.
- ❑ Your home in the wild
- ❑ Countryfied city living
- ❑ Stop dreaming it and start living it
- ❑ Green city. Blue mountain. Black Diamond
- ❑ Natural by nature
- ❑ Live little. Think big.
- ❑ Washington's last urban, in-close small town
- ❑ Where people can still walk in the streets
- ❑ Real people. Real pretty.
- ❑ Where small town meets big mountain
- ❑ A Village with a View to the Future
- ❑ A Village with a Vision of the Future
- ❑ Home Town of the Future
- ❑ A Village with a Future
- ❑ A View to the Future with a Vision from the Past
- ❑ Preserving Home Town Values, Yesterday, Today and Tomorrow
- ❑ Preserving the Past – Building on the future
- ❑ Hand in Hand Taking on the Future
- ❑ Celebrating the Past by Embracing Our Future
- ❑ City of the Past and Future
- ❑ Grow into the Future with Us
- ❑ On the Road to Opportunity
- ❑ On the path to the Future
- ❑ Gateway to the Future
- ❑ Family Values Onward to the future
- ❑ Old Town Traditions Marching into the Future
- ❑ Old Town Values Marching into the Future
- ❑ Old-fashioned Values Carrying us Forward
- ❑ Biking, Triking and Hiking into Tomorrow
- ❑ Viability into the future, with foundations from the past
- ❑ From Foundations of the past we build on the Future
- ❑ With An Eye to the Future...
- ❑ Off the beaten path. But still on track.

More Good, Bad and Silly

- ❑ Cascade Foothills' Best Kept Secret
- ❑ Washington's Best Kept Secret
- ❑ King County's Best Kept Secret
- ❑ We Love This Town
- ❑ This Small Town is Where It'll Get Done!
- ❑ Where It'll Get Done!
- ❑ With a Key to the Past, We Look to the Future.
- ❑ A City of Hope, Dreams and A Future
- ❑ The Little Town with a Big Future
- ❑ Come for a Visit, Stay a Lifetime
- ❑ One City, One Past, One Future
- ❑ Where Everybody Knows Your Name!
- ❑ Our Town Is Making a Difference!
- ❑ Our Pioneering Spirit; Past, Present & Future
- ❑ Preserving Our Past but Ready for Tomorrow
- ❑ Tradition with a Vision
- ❑ Working Together for a Better Tomorrow
- ❑ Collectively Building on the Future
- ❑ What a Hometown Should Be, Today & Tomorrow
- ❑ Partnership to Tomorrow: Preservation & Progress
- ❑ As One; Preservation & Progress
- ❑ Preservation and Progress Working Together
- ❑ Where Past and Future Meet
- ❑ Way classy and a little sassy.
- ❑ Classic lines. New design.
- ❑ Classic. Trendy. It's the new black. Black Diamond.
- ❑ All good things come in small packages...?
- ❑ Never out of style. Black Diamond.
- ❑ Excuse our progress
- ❑ Growing with grace
- ❑ Near and natural
- ❑ Slow down in a speeded up world
- ❑ Nature at your back door
- ❑ Little town. Big ideas.

Next Steps

- Take input for next three weeks
- Sum up this meeting and other input
- Meet again to review results
- Discuss leading selling points
- Decide on interim (year to two year) slogan
- Andrew will schedule next meeting for early 2010

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