

Economic Impact Study – BERK Contract

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Today's Presentation

Action Item – Approval Requested

- Economic Impact Study
- Advisory provided at Commission Work Session on May 18, 2026
  - Full presentation attached to commission packet

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Project Background

- Port of Olympia has previously commissioned Economic Impact Studies in 5-year intervals since 2009.
- Request for Proposals for a new Economic Impact Study was issued in October 2025.
- 7 firms responded with a review committee consisting of staff and members of POCAC Economic Development Subcommittee.
- BERK was identified as the unanimous recommendation.
- Phase I contract to interview Commissioners and identify objectives was issued.

Phase II Scope Development

The proposed Phase II scope includes:

- Economic and fiscal impact modeling (direct, indirect, induced, and fiscal effects).
- Transparent explanations of multipliers and job classifications.
- Analysis of ongoing and anticipated operational, capital, and climate-related costs.
- Qualitative community impact assessment, including storytelling and business vignettes.
- Public engagement and a communication plan.
- Commission presentations at key milestones.



Economic Impact Study Goals

Study Goal: Provide a baseline understanding of the economic impact of the Port's current activity.

Economic and Fiscal Benefits

Quantify economic and fiscal contributions of the Port: jobs, business revenue, labor income, and taxes generated.

Costs

Assess ongoing and anticipated costs associated with operating and maintaining port assets, including future capital investments.

Community Impacts

Evaluate the public good provided by the Port to Thurston County taxpayers.

This study will include…

- Educational information about the role and functions of the Port.
- Clear definitions, a robust methodology, and transparent analysis.

Deliverables

Draft and Final Report

Compelling, accessible narrative blending quantitative data and visual elements.

One-page Summary & Communication Plan

A high-impact, standalone overview of key insights paired with support to roll-out findings.

Port Commission Presentations

Formal briefings and updates presented directly to the Commission at key milestones.

Proposed Project Timeline

	Start	on	2026 Jun	Jul	Aug	Sep	Oct	Nov
Task 1: Project Kick-off + Ongoing Project Management								
Kick-off + Ongoing Communication (~6 months)	1	6						
Task 2: Direct Impacts Analysis								
Economic Impact of Marine Terminal	1	4						
Economic Impact of Marina and Boatworks	1	4						
Economic Impact of Olympia Regional Airport	1	4						
Economic Impact of Commercial & Industrial Real Estate Portfolio	1	4						
Economic Impact of Port Events	2	3						
Stakeholder Interviews (up to 10)	2	3						
Task 3: Total Economic and Fiscal Impacts Analysis								
Total Economic & Fiscal Impact Modeling	4	2						
Comparison of Results	5	1						
Evaluation of Job Quality	5	1						
Task 4: Ongoing and Anticipated Costs Analysis								
Costs Analysis	3	2						
Task 5: Community Impacts and Vignettes								
Community Impacts	4	3						
Task 6: Draft and Final Report Development								
Draft + Final Report	4	3						
Communication Plan	5	2						
One-page Summary of Impacts	5	2						
Presentation of Findings (1 virtual + 1 in-person)	7	1						

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Proposed Project Budget

Task 1	**Project Kick-off and Ongoing Project Management**	**$4,860**
	Ongoing Communication & Coordination	
	Project Kickoff Meeting	
Task 2	**Direct Impact Analysis**	**$33,840**
	Economic Impact of Marine Terminal	
	Economic Impact of Marina and Boatworks	
	Economic Impact of Olympia Regional Airport	
	Economic Impact of Commercial and Industrial Real Estate Portfolio	
	Economic Impact of Port Events	
	Stakeholder Interviews (Up to 10)	
Task 3	**Total Economic and Fiscal Impact Analysis**	**$14,020**
	Total Economic and Fiscal Impact Modeling (including impacts by city)	
	Comparison of Results	
	Evaluation of Job Quality	
Task 4	**Ongoing and Anticipated Costs Analysis**	**$6,520**
	Costs Analysis	
Task 5	**Community Impacts and Vignettes**	**$5,920**
	Community Impacts	
Task 6	**Draft and Final Report Development**	**$20,195**
	Draft and Final Report	
	Communication Plan	
	One Page Summary of Impacts	
	Presentation of Findings (1 in person & 1 Virtual)	
	Total	**$85,355**

Questions and Comments

Suggested Motion…

"…move to approve the proposed Scope of Work and contract with BERK Consulting for the Economic Impact Study, as presented."

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