

For Immediate Release



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New video touts Renton as the “Center of Opportunity”

RENTON: Renton has a powerful new tool in its toolbox to further the economic expansion that has been underway in the community for more than a decade. The Renton Community Marketing Campaign, a partnership between the City of Renton, the Renton School District, Renton Technical College, Valley Medical Center, and Greater Renton Chamber of Commerce, unveiled today its new video, “The Center of Opportunity,” which can be viewed on the city’s website at rentonwa.gov.

The video features a variety of community members talking about Renton as a great place to do business, live and raise a family, visit and come to work. Featured personalities range from Kim Browne, current president of the Kenndale Elementary School PTA, to Dr. Dorcas McLennon, Valley Medical Center obstetrician, to Martha Fuller, chief financial officer of the Seattle Seahawks.

“We have so many exciting things taking place in our community right now,” said Renton Mayor Kathy Keolker. “This video allows us to share that excitement in a very compelling way.”

The video has three main purposes: 1) to recruit new businesses to locate in Renton, 2) to attract high-quality employees to work for the wide range of public and private employers in the city, and 3) to showcase the community as a great place to visit, live and raise a family. It will be shared directly with real estate developers, business executives, site selectors, office and residential brokers, as well as the human resources departments of the employers throughout the city. Private firms can also use it for their own marketing purposes.

“All of the community stakeholders understand that a vibrant economy helps us more easily achieve our individual missions,” said Dr. Mary Alice Heuschel, Renton School District Superintendent. “This video will help more people understand what I already know—that Renton is an exciting place to live, work and learn. If you want to be a part of it, it is time to get on board and join the Renton family.”

Statistics and recent major announcements indicate that Renton is in the midst of a significant economic expansion.

- Renton has experienced a doubling of its total assessed value in the past ten years and a 17% increase in population since 2000.
- The Seattle Seahawks and the Federal Reserve Bank of San Francisco have major, state-of-the-art new headquarters under construction in the city.
- Transwestern Harvest Lakeshore LLC is building The Landing, a new 600,000-square-foot retail, entertainment and residential complex.
- More than 300 housing units are currently under construction, existing apartments are being converted to condominiums, and even more new units are planned in the city's downtown core.

“Renton is the center of opportunity in the Puget Sound region where businesses and families thrive,” said Keolker. “After watching this video, I think that anyone—whether you’re are a business executive considering a new location for a company, a family looking to relocate to a great neighborhood you can actually afford, or a technology worker looking for a well-paying high-quality job—will be convinced that Renton offers you an opportunity to achieve your goals.”

PRAVDA Studios of Seattle produced the 4 minute and 43 second video after shooting more than 20 hours of interviews and footage around the city.

In addition to its availability on the city's website, DVD copies of the video will be made available from the city's Department of Economic Development, Neighborhoods & Strategic Planning. Call 425.430.6580 to request copies.

