

Tourism Development Briefing

August 19, 2014

Vision and mission

- Tourism Development Vision:

The Port's actions will add jobs through economic growth in the tourism sector as well as related industries and businesses.

- Tourism Development Mission:

We extend the economic impact of the Port's cruise and airport businesses by attracting international leisure visitors to Seattle and the region, extending the stay of cruise passengers, and encouraging a welcoming environment for all visitors.



Tourism and Century Agenda

- Century Agenda:
 - Add 100,000 jobs
 - Advance this region as a leading tourism destination and business gateway
 - Increase economic benefit of cruise
- Port Tourism:
 - 35 international visitors = one new job
 - Attract international leisure visitors to Seattle and the region
 - Extend the stay of cruise passengers



Strategies

- ***Advance Seattle and Washington State as a desirable tourism destination in targeted international markets with direct air service to Sea-Tac.***
 - Focus: 5 countries
 - Direct meetings, inbound familiarization, media coverage and tour product



Strategies

- ***Increase the economic impact of the cruise business.***
 - Market the ‘Cruise & Stay’ approach in key overseas markets
 - Early positive results



Strategies

- ***Maintain the Port's strong leadership role in the travel and tourism industry in the region.***
 - WTA board and planning
 - Tourism Ports Task Force
 - Grant program



Tourism budget elements

- International contracts
- Promo hosting
- Advertising
- Marketing materials



Opportunities

- Should the Port participate in Tourism Ports funding of Washington Tourism Alliance?



Opportunity

- Should the Port of Seattle enhance its statewide international tourism promotion program to further the Century Agenda ?



Opportunity

- Should the Port of Seattle establish and administer a grant program?



Office of Social Responsibility

August 19, 2014



OSR Programs

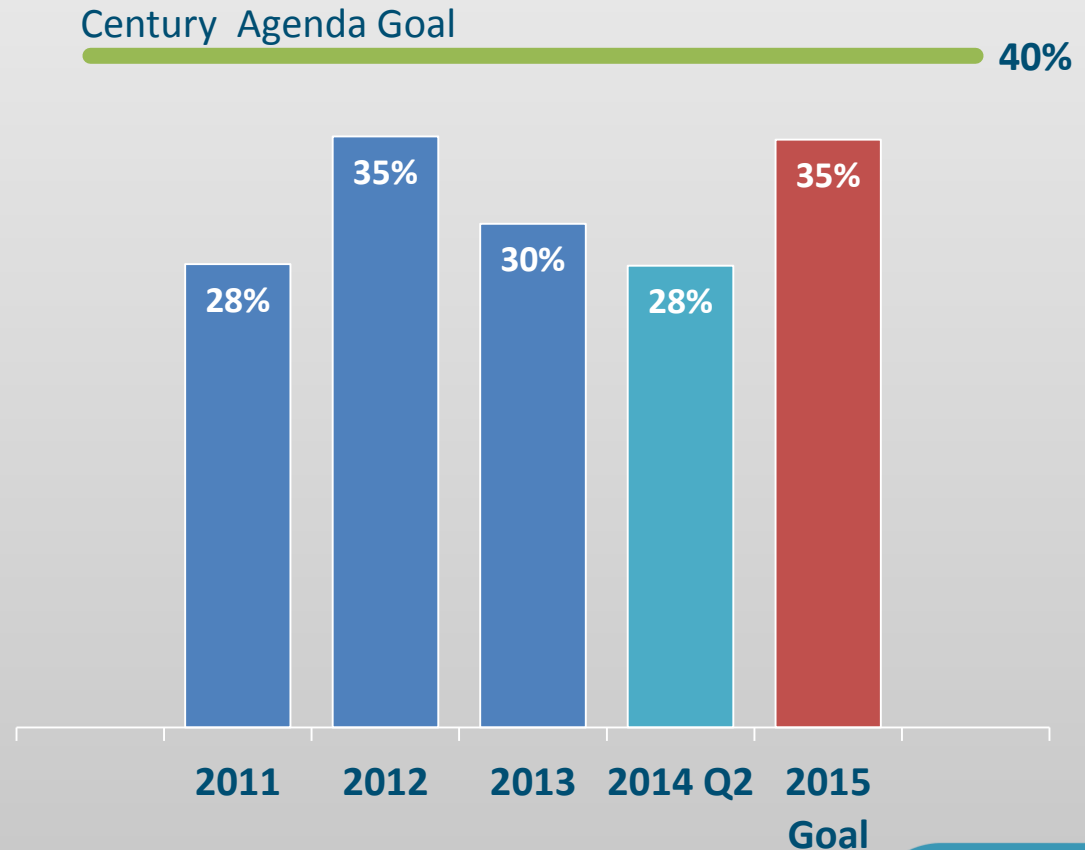
- Small Business
- Workforce Development
- Community Engagement



Small Business Program

% Port Expenditures to Small Businesses

- 25 Year Century Agenda Goal: 40% Small Business participation
- 2015 Goal: 35% Small Business participation



2015 Small Business Strategies

- Program Update
 - Rebrand program:
“Small Business and Inclusion Program”
- DBE Program
 - FAA Mandated Oversight
 - Formula recalibration
- Disparity Study
 - Update program based on 2014 study results
- W/MBE Program Update
 - Implement changes based on disparity study
 - Increase Tracking
 - Expand Contracting Opportunities



2015 Small Business Strategies

- **Small Contracts & Suppliers (SCS) Program**
 - Continue applying contract requirements on availability of certified SCS firms
- **Ensure Compliance**
 - Increase internal and external site visits
 - Continue status verification
 - (certified small businesses and DBE)
- **Increase Community Engagement**
 - Program re-branding
 - AD campaign
 - Outreach efforts
- **Post Disparity Study Strategy**
 - Internal procurement process modifications
 - External communication
 - Monitoring and tracking



Workforce Development Strategies & Initiatives

Pending Commission review of new strategy in September

- Impact Goals – Job Seekers and Workers Supported
- *(impact data, pending strategy review and RFP process)*
 - Career Path Awareness
 - Employment Obtained; Job Openings Filled
 - Training/Skills Obtained; Career Advancements
 - Alignment of Industry Needs & Workforce Supply
- Workforce Development Program Expansion Efforts
 - New Comprehensive Strategy
 - New RFPs, Contracts & Deliverables
 - New Partnerships and Potential Funding Sources & Collaborative
 - Continued Compliance with FAA and RCW
 - Greater Community Impact



Workforce Development Strategies & Initiatives

The new workforce development strategy will:

Be Active in Port-Related Sectors

- Airport
- Maritime
- Construction
- Logistics

Take a Collaborative Approach

- Within the Port
- Community Organizations
- Schools & Colleges
- Industry Employers
- Other Funders (Alaska Air, etc.)

Apply a Career Pathways Model

- Youth + Job Seekers +
Incumbents
- Job Entry and Job Matching
- Job Advancement Training
- Career Navigation
- Evidence-Based



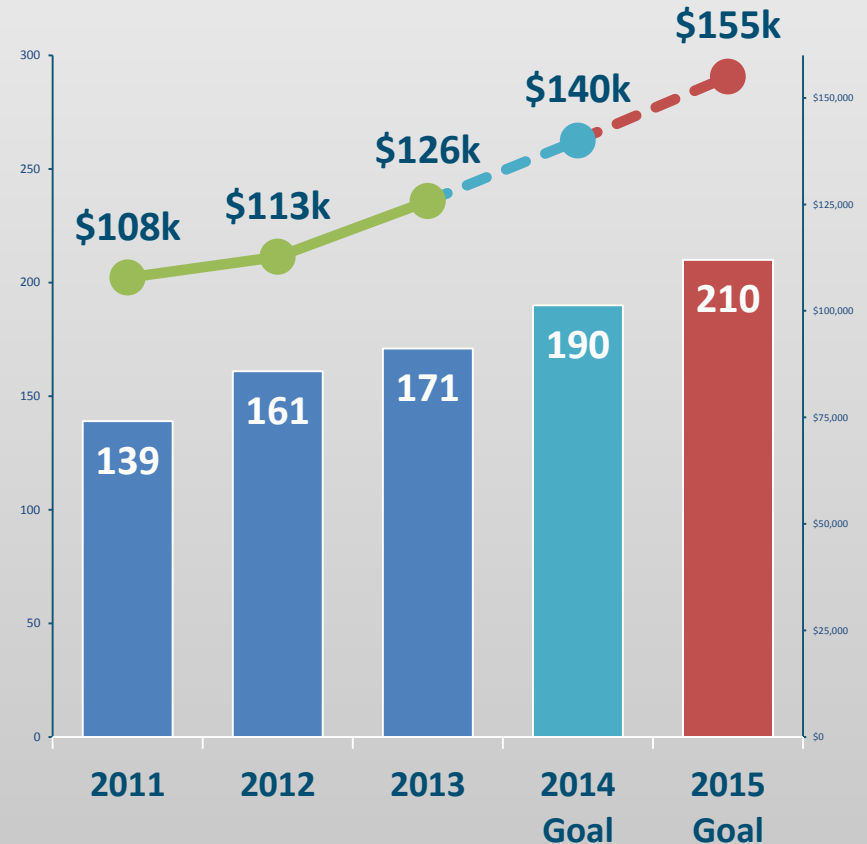
Community Engagement

- In 2015 OSR will continue to:
 - Support the Quality Jobs Initiative
 - Support the Clean Truck Program
 - Participate in Community Forums
 - Maintain Membership in Relevant Boards and Committees
 - Attend, Sponsor, Present or Lead Relevant Events
 - Interact with Minority, Immigrant and Low-Income Communities



Community Giving

- Payroll Deduction
 - Increase payroll contributions by at least 10% in 2015
- Voluntarism at the Port
 - Continue to support employee-driven activities
 - Increase staff participation



■ # Employees Participating

● Employee \$ Contributions

Policy Issues & Challenges

- Small Business
 - Update Small business resolution
 - Collect and report ethnicity information
 - Procurement policy changes based on results of disparity study
 - Monitor I-200 compliance and community efforts



Policy Issues & Challenges

- Workforce Development
 - Level of Port investment in program expansion
 - FAA-Compliant alignment and tracking of airport revenue used for WFD
 - Source(s) of Expansion Funds – Levy, General Fund, Tenant Charges, Contractor Labor Hour Charges
 - Resolution as needed to support/enable new strategy
 - Quality Jobs – implementation, enforcement, and impact measurement



OSR Proposed Budget

• 2014 Approved Budget	\$2,187,000
• 2014 In-kind Contribution (estimated)	<u>\$ 150,000</u>
	\$2,337,000
• 2015 Proposed Budget	
• OSR Administration and Small Business Work	\$1,063,000
• Proposed Workforce Development Increase from \$850K in 2014)	\$1,900,000
• In-kind Contributions (estimated)	<u>\$ 300,000</u>
	\$3,353,000

