

Economic Development Partnership Grant Program

Promoting local economic development throughout King County



Economic Development Partnership Grants



City of Renton

2016 Results



RENTON

Grant Award: \$65,000

Cliff LongClong@rentonwa.gov

Port funds were used to support part of the community's overall branding and marketing campaign which includes, implementation of a new website with a searchable land and building inventory, GIS integration, economic data, and demographic profiles to promote commercial and industrial sites in Renton. Port funds were also used to develop collateral materials through production of photography, video, print, audio and other digital media highlighting Renton's business and industry, as well as promote downtown branding, including street banners, website upgrade and utility cabinet wraps.

2017 Grant Will Support:

- Business recruitment – increase in stability of retail businesses and reduced number of vacant storefronts.
- Implement Downtown revitalization program
- Sunset Shines Marketing Campaign – support public art installations and tactical place making activities.
- Entrepreneurial Support – provide training and assistance to encourage and attract new businesses.

Recruiting New Business and Supporting Entrepreneurs

City of Des Moines

2016 Results



DES MOINES

Grant Award: \$30,100

Michael Mathias mmathias@desmoineswa.gov

Completed a pre-design feasibility study for a multi-use facility at the downtown Marina location.

Completed a market demand assessment of the Marina and downtown as “destination locations” to accommodate future growth, including a parking study assessment.

2017 Grant Will Support:

- Support Marina redevelopment - building on the work of 2016/2017 grant
- Expand downtown parking study to include nighttime activity

Marina and Downtown Development

City of Issaquah

2016 Results



ISSAQUAH

Grant Award: \$33,330

Jen Davis Hayesjenh@issaquahwa.gov

Provided training for eight small businesses in preparation of attending Mobile World Congress in collaboration with the State Department of Commerce and other eastside cities.

Created a six part business education series through the Issaquah Chamber of Commerce focused on advertising and marketing best practices.

Created a video to promote the city's Sports Medicine Hub through social media and on-line resources. Due to staff turnover, the scope of Issaquah's work plan was scaled back and the total Port funds expended were reduced.

2017 Grant Will Support:

- Initiate branding and wayfinding campaign which will increase tourism, attract visitors outside the region and increase hotel stays.
- Chamber University – funds to be used to develop and conduct business workshops to assist small businesses in Issaquah.
- Global Passport – enhance collaboration with eastside cities to increase exporting among small businesses.
- Website Development – update and redesign the city's website with an emphasis on economic development opportunities and business services.

Export Assistance, Tourism & Small Business Training

City of Kenmore



2016 Results

KENMORE

Grant Award: \$21,500

Nancy Ousley housley@kenmorewa.gov

Provided training and technical support for 21 businesses in two workshop series (Fall 2016 and Winter 2017)—a series of six sessions each. The 5x Entrepreneur Series training sessions focused on setting goals for revenue growth over 2-3 years, and learning about best practices from a proven model and experienced business development consultant. The group training was augmented with individual sessions with Corey Hansen, the consultant and author of Best Practices of High Performance Entrepreneurs.

As of April, eight of the businesses have joined the Virtual Incubator Program to continue their work, while some were already associated with the in-house or Virtual program. The overall revenue goal for the 21 businesses is over \$65M, with an average of \$3.1M per business, and the revenue goals continue to increase, along with employment growth goals. The revenue goals represent nearly 800% of the 15 established businesses, and employment growth goals total 138% of present staffing. Promoted the City's image for business development and tourism

Built a marketing brand based on local assets like Bastyr University, Kenmore Air, Edward State Park, Lakepointe and Kenmore's emerging brewery district designed to attract visitors and tourists.

2017 Grant Will Support:

- Repeat the successful Business Acceleration Training Program by the Kenmore Business Incubator that was funded by the Port in 2016-2017.
- Update the Commercial Land Capacity Analysis to reflect recent downtown zoning changes.
- Promote Kenmore's craft brewing scene with custom designed street banners and wayfinding signage visible to travelers on SR 522 and the Burke Gilman Trail.

Business Accelerator Training & Craft Brewing Industry Promotion

City of Skykomish

2016 Results



SKYKOMISH

Grant Award: \$5,000

Tony Grider MayorGrider@frontier.com

Designed a historic signage plan that will serve as a walking tour of the town and provides historic information on the town and significant buildings.

2017 Grant Will Support

- Promote tourism opportunities by developing site specific signage for historical and recreational sites.

Promoting Cultural Tourism and a Sense of History

City of Shoreline

2016 Results



SHORELINE

Grant Award: \$54,500

Dan Eernisse deernisse@shorelinewa.gov

Developed a Request for Expression of Interest (RFEI) Prospectus to attract public and private investment for a Shoreline Media Campus. The Media Campus is intended for local production of movies, episodic television, commercials and gaming content and provide a flexible platform for new technology production to thrive such as VR/AR. The RFEI provides information on market demand, design and financial models and will be used to present this opportunity to potential investors and developers.

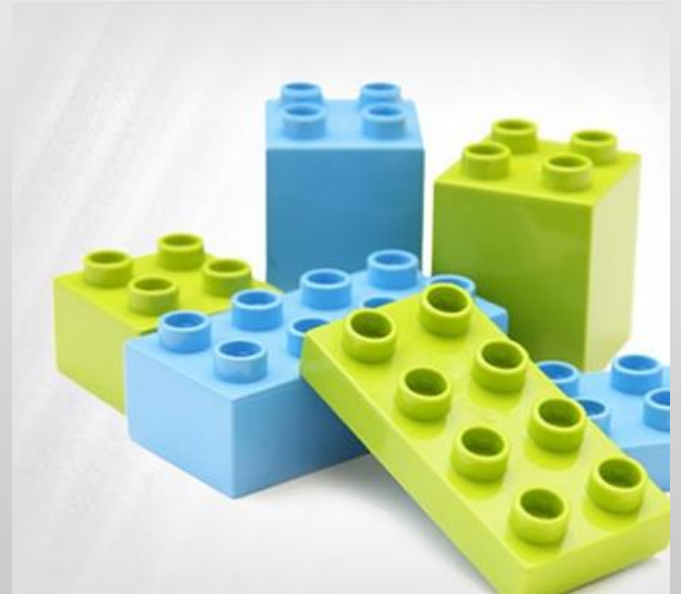
2017 Grant Will Support:

- Further develop the Seasound Media Campus initiative
- Support Home-based Business
- Support Ridgecrest Right of Way Improvement Plan

Media Campus Development & Small Business Assistance

An Important and Effective Partnership

- Initial Results are Favorable
- Cities are willing to report on longer term results
- Cities do not have the resources to implement these initiatives. In many cases local governments are now able to take on longer term development projects (ex. Des Moines)
- This partnership is an effective way to advance the Port's Century Agenda and business interests



Leveraging Port Resources to Promote Regional Development