



BUILDING OUR  
REGIONAL ECONOMY

Port   
of Seattle®

2016 CITY ECONOMIC DEVELOPMENT PARTNERSHIP PROGRAM  
FINAL REPORT

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# Executive Summary

In June 2016, the Port of Seattle Commission created a new economic development grant fund providing 38 King County cities per capita funding to advance local economic development throughout the region. The grant funding was awarded on a \$1 per capita formula with a maximum of \$65,000 while ensuring each city received at least \$5,000.

The 2016 city projects generally fell into the following categories:

- Business Assistance
- Planning & Feasibility Studies
- Website Upgrades
- Marketing & Business Recruitment
- Tourism Promotion /Wayfinding

Collaboration among cities provided a greater return on individual city investments. Cities were able to initiate projects previously outside of their budget, and the 2016 grant funds provided a foundation for moving forward on major multi-year initiatives.



# OVERVIEW OF PROJECTS UNDERTAKEN

## Business Assistance

**AUBURN • BELLEVUE • ENUMCLAW • KIRKLAND • ISSAQUAH • KENMORE • KENT • NORMANDY PARK • REDMOND • RENTON**

Many cities offered one-on-one counseling, technical assistance or group workshops to their existing businesses, through the local community college or SBDC. Training topics included downtown safety. The eastern King County cities collaborated through a branding effort (The Innovation Triangle) to support small technology companies and outreach to recruit new technology companies into the area. Auburn and Kent launched new incubators and Kenmore added new clients to the existing incubator.

## Planning and Feasibility Studies

**BOTHELL • DES MOINES • MAPLE VALLEY • NEWCASTLE • SHORELINE**

Cities that engaged in planning and feasibility studies were either addressing the need to update comprehensive plans and zoning standards or develop a concept for a new initiative, such as the Des Moines Marina or Shoreline Media Campus.

## Marketing

**DUVAL • FEDERAL WAY • ISSAQUAH • KENMORE • NORTH BEND • REDMOND • RENTON • TUKWILA**

Many cities developed multi-tiered marketing campaigns to support local businesses and promote “buy local” through digital marketing, social media, videos, posters, street banners and signage.

## Tourism and Wayfinding

**SNOQUALMIE • SKYKOMISH • BURIEN • MERCER ISLAND • KENMORE**

Promoting increased tourism and community identity, many cities strive to grow their local economy. The Snoqualmie Valley cities collaborated in promoting the “Savor Snoqualmie” brand through on-line itineraries, a calendar of Valley wide events, local guides for food, arts and culture. The Snoqualmie cities, Skykomish, Burien, Mercer Island and Kenmore developed wayfinding signage plans supporting local businesses. Woodinville engaged in extensive surveys to better understand how to grow their wine tourism activity.

## Website Enhancement

**COVINGTON • NORMANDY PARK • RENTON • PACIFIC • SEATAC • SAMMAMISH**

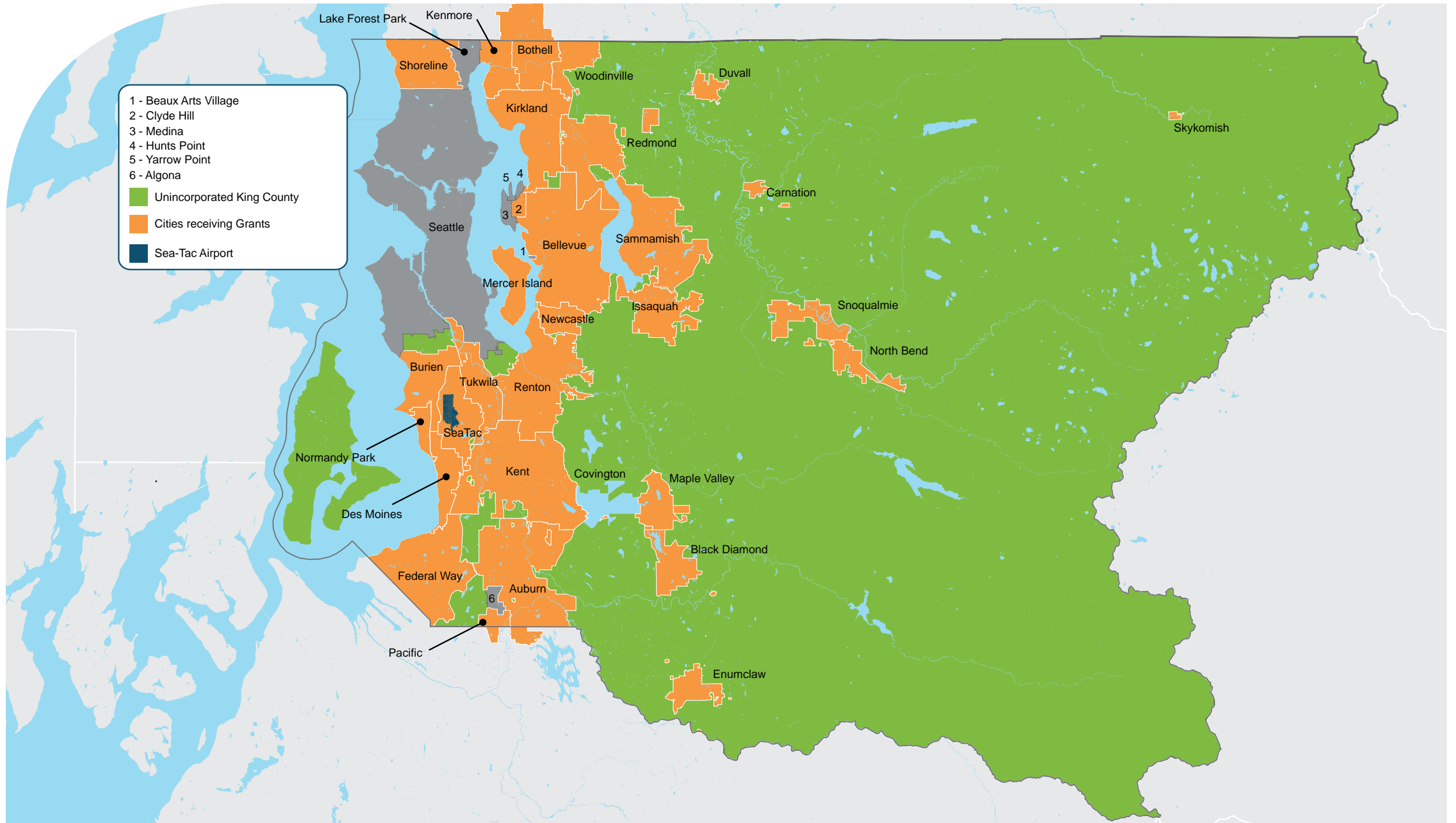
Recognizing that a city’s website acts as the front door to their community, website enhancements were a frequent undertaking. Renton, SeaTac, Pacific, Covington, Sammamish, and Normandy Park refreshed their websites with new images, information on doing business, data, demographics and promoting local businesses.

# City Grant Projects Overview

CITY	GRANT PURPOSES					GRANT AWARD
	Business Assistance	Planning & Feasibility Studies	Marketing	Tourism & Wayfinding	Website Enhancement	
Algona*						N/A
Auburn	✓					\$65,000
Beaux Arts*						N/A
Bellevue	✓					\$65,000
Black Diamond**						\$6,000
Bothell		✓				\$25,410
Burien				✓		\$48,810
Carnation						\$5,000
Covington					✓	\$18,520
Des Moines		✓				\$30,100
Duvall			✓			\$7,345
Enumclaw	✓					\$11,140
Federal Way			✓			\$65,000
Hunts Point*						N/A
Issaquah	✓		✓			\$33,300
Kenmore	✓		✓	✓		\$21,500
Kent	✓					\$65,000
Kirkland	✓					\$65,000
Lake Forest Park						N/A*

CITY	GRANT PURPOSES					GRANT AWARD
	Business Assistance	Planning & Feasibility Studies	Marketing	Tourism & Wayfinding	Website Enhancement	
Maple Valley		✓				\$24,700
Medina*						N/A
Mercer Island				✓		\$23,480
Milton**						\$5,000
Newcastle		✓				\$10,940
Normandy Park	✓				✓	\$6,420
North Bend			✓			\$6,460
Pacific					✓	\$6,770
Redmond	✓		✓			\$59,180
Renton	✓		✓		✓	\$65,000
Sammamish					✓	\$49,980
SeaTac					✓	\$27,650
Shoreline		✓				\$54,500
Skykomish				✓		\$5,000
Snoqualmie				✓		\$12,850
Tukwila			✓			\$19,300
Woodinville				✓		\$11,240
Yarrow Point*						N/A
<b>TOTAL GRANTS AWARDED</b>						<b>\$889,895 †</b>

\* Did not apply for funding \*\* No funds expended † Total excludes funds not expended



# City Grant Projects Summary



## AUBURN

Grant Award: \$65,000

Doug Lein..... [dlein@auburnwa.gov](mailto:dlein@auburnwa.gov)

Developed a business- to- business supply chain database to promote local purchases through the business license process. Launched a 1,556 square foot business incubator with the capacity to house a minimum of 10 businesses. The 4 companies that initially located within the incubator include; a website developer, app developer, construction management (woman owned), and a manufacturer of bio-digesters. Four additional companies are in the approval process to locate in the incubator. Once a company locates in the incubator, their progress is reviewed by the Advisory Committee every 90 days, with the goal of launching the company on their own within 12- 18 months.

## BELLEVUE

Grant Award: \$65,000

James Henderson..... [jshenderson@bellevuewa.gov](mailto:jshenderson@bellevuewa.gov)

Established partnerships with other eastside cities to promote the region's business climate for technology companies.

Provided export and marketing training to technology companies prior to attending Mobile World Congress;

Participated in an event to recruit international technology companies identified at Select USA, in October 10, 2016.

Collaborated with eastside cities in marketing the Innovation Triangle brand.

## BLACK DIAMOND

Grant Award: \$6,000 (no funds expended)

Andy Williamson..... [awilliamson@ci.blackdiamond.wa.gov](mailto:awilliamson@ci.blackdiamond.wa.gov)

Black Diamond was awarded \$6,000 of grant funds to design and install wayfinding signs throughout the city. Despite outreach to Black Diamond, the city did not enter into a contract with the Port of Seattle.

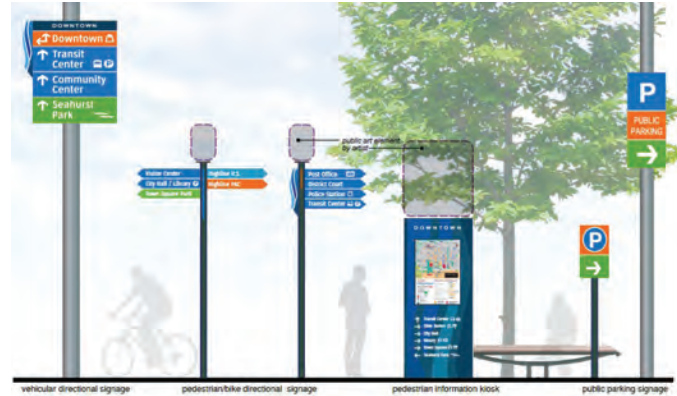


## BOTHELL

Grant Award: \$25,410

Tom Burdett .....[tom.burdett@bothellwa.gov](mailto:tom.burdett@bothellwa.gov)

Developing a vision and comprehensive plan for the Canyon Park Technology area to support business expansion and job growth. Contract extension requested due to unanticipated projects required for Washington State Growth Management and staff turnover. Project will be completed later this year.



## BURIEN

Grant Award: \$48,810

Chris Craig .....[chrisc@burienwa.gov](mailto:chrisc@burienwa.gov)

Designed signage that creates a walkable multi-modal downtown environment to attract visitors, new businesses and commercial development, as recommended in the city's Downtown Mobility Study.



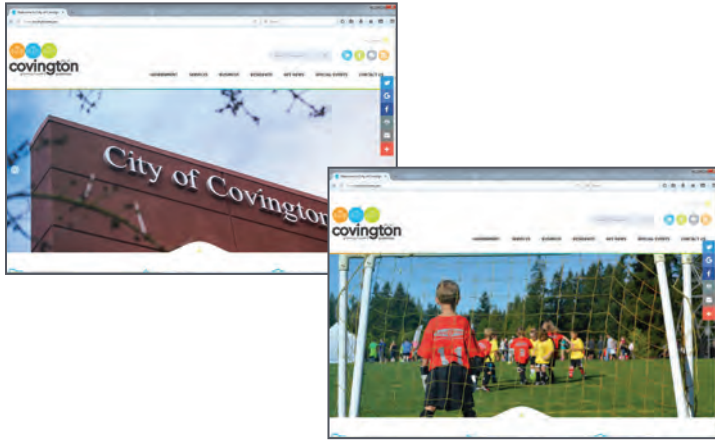
## CARNATION

Grant Award: \$5,000

Tim Woollett .....[tim.woollett@carnationwa.gov](mailto:tim.woollett@carnationwa.gov)

Supported the "Savor Snoqualmie" marketing collaboration with cities of Snoqualmie and Duvall promoting outdoor recreation, farm and culinary experiences, cultural heritage and the work of local artists. Due to permitting issues, the wayfinding sign installation has been delayed. The city has requested a contract extension to complete this work.





## COVINGTON

Grant Award: \$18,520

Karla Slate ..... [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov)

Redesigned the city’s website with an emphasis on economic development opportunities and business services. Incorporated economic development data, demographics and an interactive map showing information on development opportunities in the city.



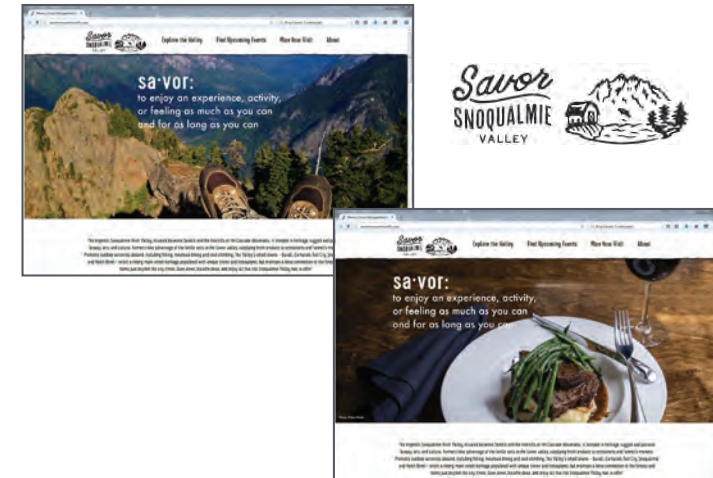
## DES MOINES

Grant Award: \$30,100

Michael Mathias ..... [mmathias@desmoineswa.gov](mailto: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.



## DUVALL

Grant Award: \$7,345

Jason Walker ..... [jason.walker@duvallwa.gov](mailto:jason.walker@duvallwa.gov)

Updated the City Economic Development Vision and Plan Supported “Savor Snoqualmie”, a new regional tourism promotion group supported by each Snoqualmie city Updated information for their branding and marketing efforts



## ENUMCLAW

Grant Award: \$11,140

Chris Searcy .....csearcy@enumclaw.wa.gov

Provided 35 hours of training and small business workshops through Green River Community College for light manufacturers.



## FEDERAL WAY

Grant Award: \$65,000

Tim Johnson .....Tim.Johnson@CityofFederalWay.com

Developed and implemented a print and digital marketing campaign targeted at site selectors, developers and commercial property professionals to attract 10-20 new businesses to the city. Expanded the business retention effort to contact 25 local businesses and provide business assistance tailored to the business needs.



## ISSAQUAH

Grant Award: \$33,330

Jen Davis Hayes .....jenh@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.



## KENMORE

Grant Award: \$21,500

Nancy Ousley ..... [nousley@kenmorewa.gov](mailto:nousley@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.



## KENT

Grant Award: \$65,000

Bill Ellis ..... [Wellis@kentwa.gov](mailto:Wellis@kentwa.gov)

Executed a multi-level program to support and expand Kent's food entrepreneur business community, working with the Food Innovation Network and Green River Community College's Small Business Development Center. The program provides below market rate commercial kitchen incubator space and business training for food entrepreneurs. Launched a social enterprise, Ubuntu Street Café, featuring international foods and expect to hold 8-10 downtown pop-up dining events featuring diverse cuisines. Four new businesses, employing seven entrepreneurs were launched as an outcome of the training. The program has received very good media coverage.



## KIRKLAND

Grant Award: \$65,000

Ellen Miller-Wolfe ..... [Emiller-Wolfe@kirklandwa.gov](mailto:Emiller-Wolfe@kirklandwa.gov)

Partnered with Bellevue and Redmond to promote ICT cluster growth within the Innovation Triangle Brand  
Participate in tradeshow events to attract technology companies including, DICE (Design, Innovate, Communicate, Entertain), Mobile World Congress and Select USA.

Provided business assistance to startup and small companies to prepare for Mobile World Congress in Barcelona.

Prepared an engineering study to increase transient moorage at Kirkland Marina, with the next step to do a financial analysis.

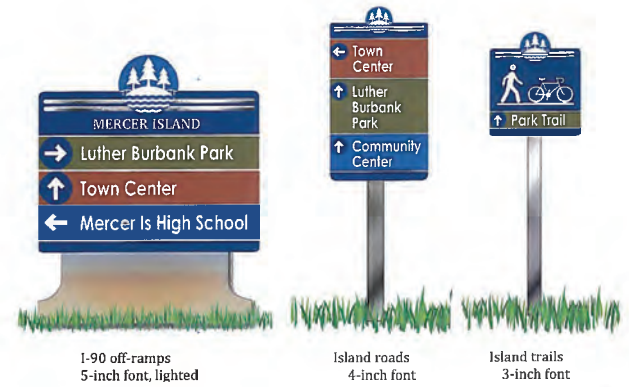


## MAPLE VALLEY

Grant Award: \$24,700

Tim Morgan ..... [tim.morgan@maplevalleywa.gov](mailto:tim.morgan@maplevalleywa.gov)

Maple Valley has completed prior studies related to economic development. The grant enabled the City to hire a consultant to review prior work and develop recommendations which outlines and proposes roles, responsibilities and implementation strategies for economic development as associated with the City's 2017/2018 budget. The recommendations will direct the City toward a clearly defined future vision.



1-90 off-ramps  
5-inch font, lighted

Island roads  
4-inch font

Island trails  
3-inch font

## MERCER ISLAND

Grant Award: \$23,480

Julie Underwood ..... [julie.underwood@mercergov.org](mailto:julie.underwood@mercergov.org)

The City developed and designed wayfinding signs to direct visitors using the regional bike trail to the town center, supporting local business growth.



## MILTON

Grant Award: \$5,000 (no funds expended)

Brittany Port ..... [bport@cityofmilton.net](mailto:bport@cityofmilton.net)

The City of Milton acquired a piece of the Twin Towers and is pursuing installation of a 9/11 Memorial as a downtown enhancement and tourist attraction. The Port funds were to be used to mount the installation and design an interpretive exhibit. The project was put on hold and the funds were not expended.



## NEWCASTLE

Grant Award: \$10,940

Thara Johnson ..... [tharaj@ci.newcastle.wa.us](mailto:tharaj@ci.newcastle.wa.us)

Port funds were used to support development of a new downtown plan, along with revised development regulations and capital improvements program for transportation and amenity improvements in the Downtown, including streets, public spaces, parking, and public facilities. A new conceptual plan and vision for Coal Creek Parkway was developed to support a pedestrian-oriented downtown with effective linkages to the other sectors in the CBC and surrounding residential neighborhoods. The planning process also included an audit and a comprehensive revision of the Downtown zoning regulations and design guidelines.



## NORMANDY PARK

Grant Award: \$6,420

Mark Hoppen ..... [MarkH@ci.normandy-park.wa.us](mailto:MarkH@ci.normandy-park.wa.us)

Training was provided through the SBDC at Highline Community College for 209 unique businesses. A website was created for the new Normandy Park Economic Development Committee which is open to Normandy Park residents and businesses, promoting “Buy Local” and “Shop the Park”



## NORTH BEND

Grant Award: \$6,460

Lynn Hyde .....lhyde@northbendwa.gov

Created two videos to promote outdoor recreation and market the city through social media. The City contracted with KOMO to produce the videos that will be aired in July.



## PACIFIC

Grant Award: \$6,770

Richard Gould.....rgould@ci.pacific.wa.us

Updated city website with new data and images promoting the city to existing and new businesses.



## REDMOND

Grant Award: \$59,180

Jill Smith .....JESmith@redmond.gov

Developed a marketing and media package that includes video, business cluster fact sheets, print and digital brochures.

Participated in business recruitment events including D.I.C.E (Design, Innovate, Communicate, Entertain) and the Space Foundation Symposium.



## RENTON

Grant Award: \$65,000

Cliff Long ..... [Clong@rentonwa.gov](mailto:Clong@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.



## SAMMAMISH

Grant Award: \$49,980

Mike Sugg ..... [MSugg@sammamish.us](mailto:MSugg@sammamish.us)

Port funds were used as part of the City’s Economic Development Scoping Analysis including updated demographic and economic data, a marketing factsheet, updated website focused on business attraction and retention.



## SEATAC

Grant Award: \$27,650

Jeff Robinson ..... [jrobinson@ci.seatac.wa.us](mailto:jrobinson@ci.seatac.wa.us)>

Redesigned the City’s website to provide improved economic, demographic, zoning, comprehensive plan and utility information to support business expansion and attraction.



## SHORELINE

Grant Award: \$54,500

Dan Eernisse ..... [deernisse@shorelinewa.gov](mailto: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.

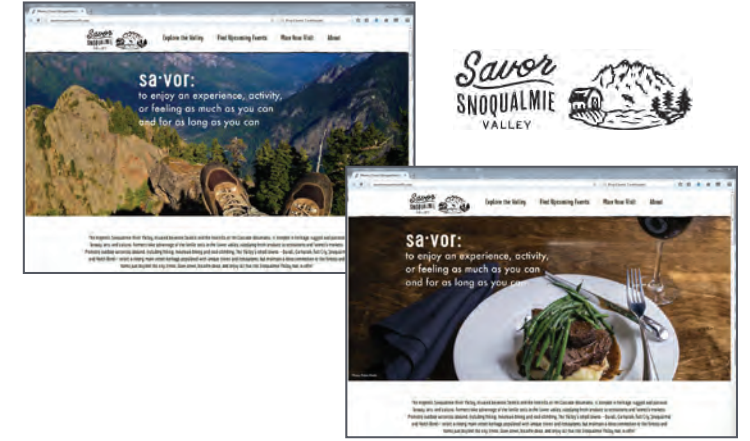


## SKYKOMISH

Grant Award: \$5,000

Tony Grider ..... [MayorGrider@frontier.com](mailto: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.



## SNOQUALMIE

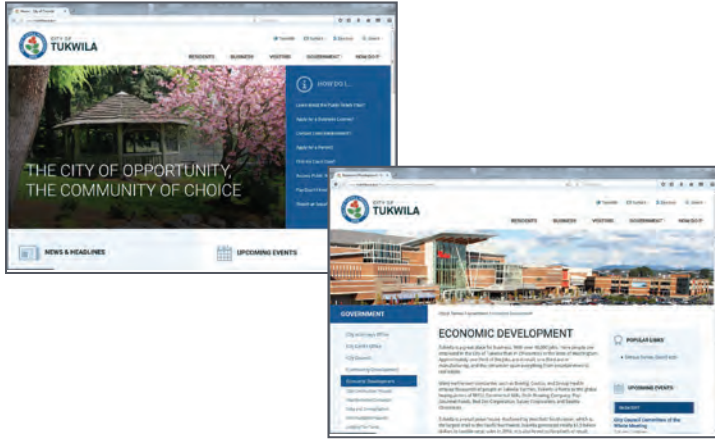
Grant Award: \$12,850

Mark Hofman ..... [mhofman@ci.snoqualmie.wa.us](mailto:mhofman@ci.snoqualmie.wa.us)

Collaborated with other Snoqualmie Valley cities on the Savor Snoqualmie branding and marketing campaign.

The City of Snoqualmie created a poster series promoting outdoor recreation, culinary experiences, cultural heritage and local art. They also developed an online calendar of events to assist visitors to develop local itineraries. Due to permitting issues, the wayfinding signs have been delayed. The cities have requested an extension to complete sign fabrication and installation.





## TUKWILA

Grant Award: \$19,300

Brandon Miles ..... [Brandon.Miles@TukwilaWA.gov](mailto:Brandon.Miles@TukwilaWA.gov)

Port funds were used to implement a business attraction, recruitment and retention program including, updated demographic and economic data, new marketing materials and an updated City website.



## WOODINVILLE

Grant Award: \$11,240

Jenny Ngo ..... [Jennyn@ci.woodinville.wa.us](mailto:Jennyn@ci.woodinville.wa.us)

Woodinville was interested to learn what steps should be taken to ensure the area’s wine and beverage industry would continue to grow and thrive. The city surveyed local residents, businesses, and tourists to identify the challenges and opportunities in the wine and tourism sector. The survey results provide the city the framework to implement the recommendations to increase visitors and grow local businesses.

## DID NOT APPLY

The following cities did not apply for funding from the grant program

- Algona
- Beaux Arts
- Hunts Point
- Medina
- Yarrow Point
- Lake Forest Park

