

2020 Economic Development Partnership Program Authorization



Advancing Economic Development Partnerships

Request Commission authorization for the Executive Director to execute contract agreements and implement the 2020 Economic Development Partnership program with King County cities in an amount not to exceed \$965,000.



Digital Story Map promoting company relocation to Redmond

Economic Development Partnership Program

- King County cities (except Seattle) receive funding to advance local economic development projects throughout the region
- Annual grants provided on a \$1 per capita formula:
 - Large cities capped at \$65,000
 - Smallest cities receive a minimum of \$5,000
- Cities contribute a 50% project match
 - Half of city match can be in-kind resources



Startup 425 Workshop at King County Library

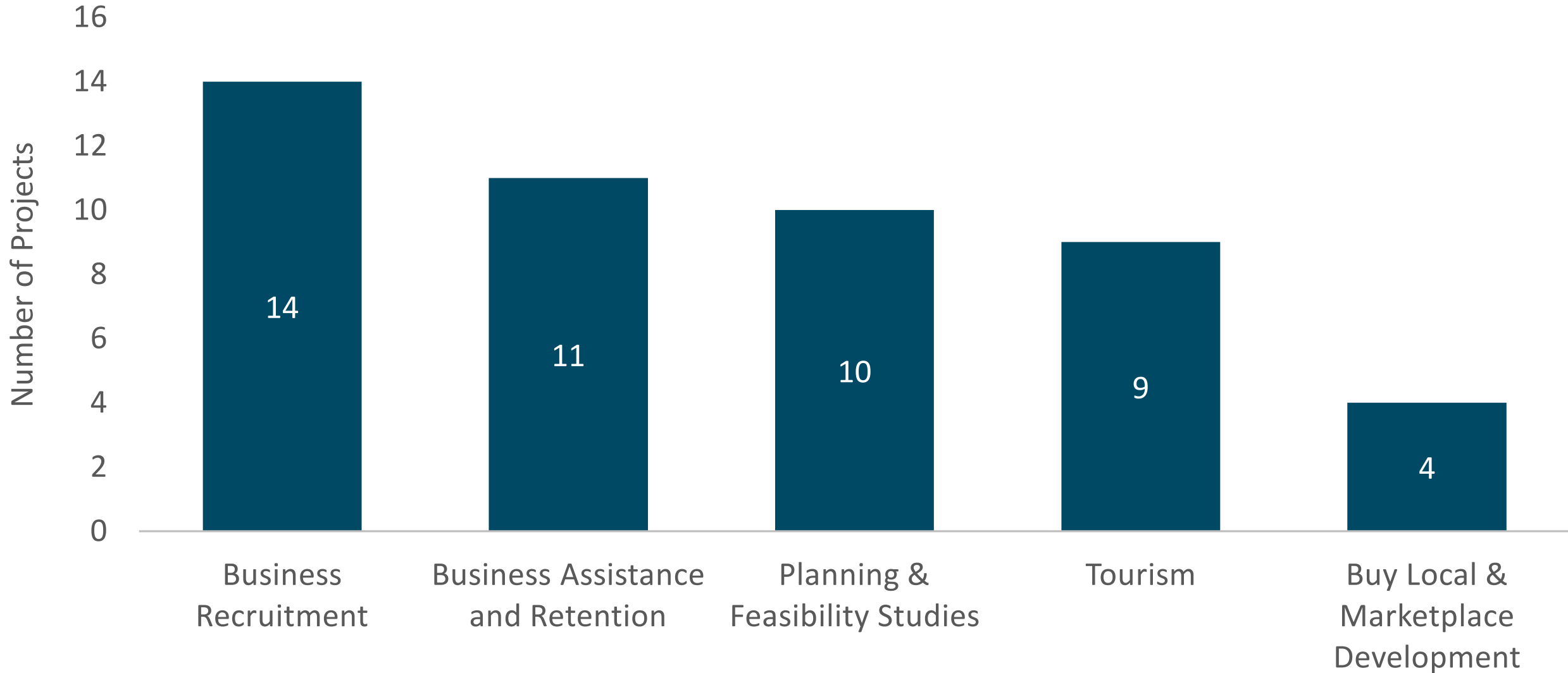
2019 Program Summary

- POS funds expended = \$778,000
- City matching funds = \$577,000
- 23 cities participated
- Lower participation due to:
 - Changes in city leadership, limited city funds, limited staff capacity, finishing 2017-2018 cycle projects

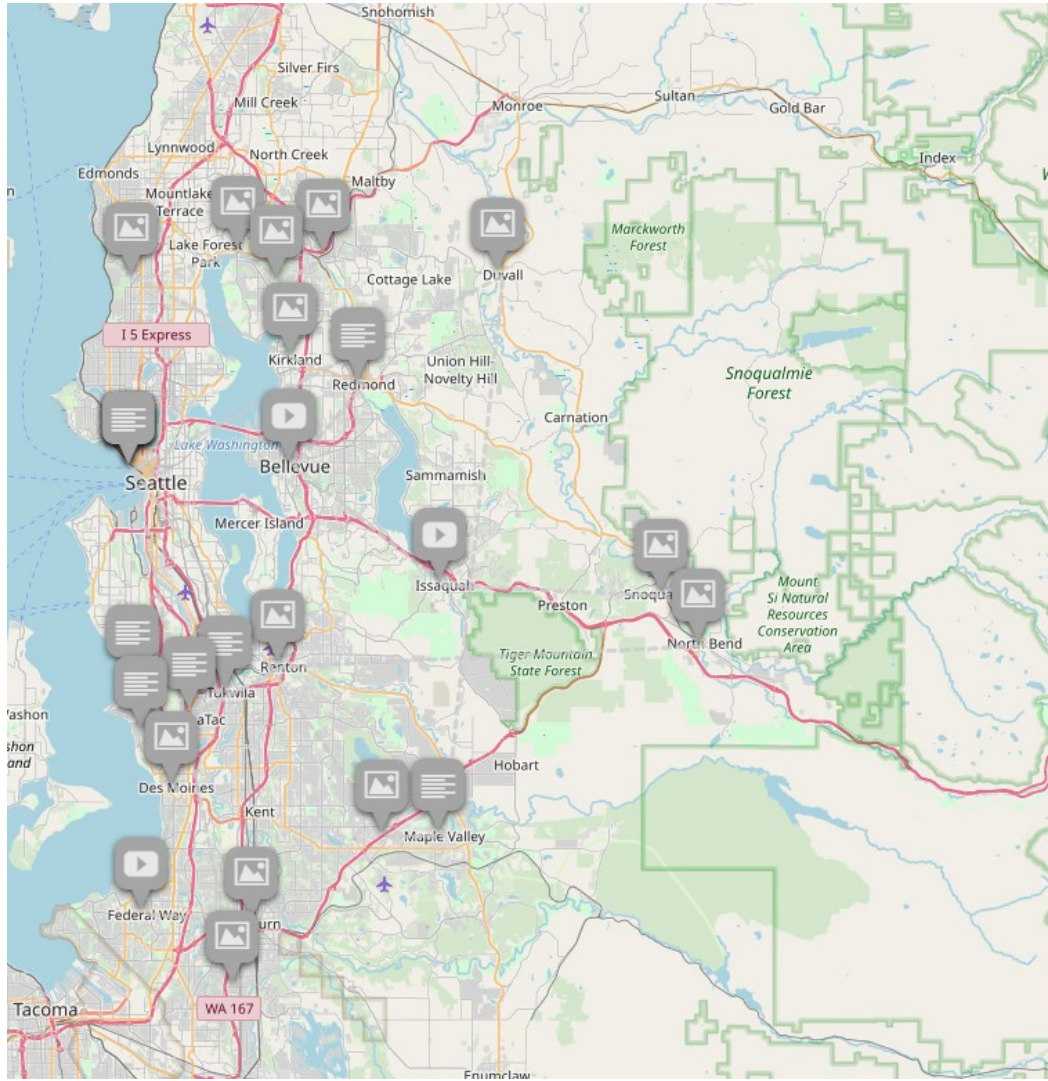


Downtown Renton summer event

City Economic Development Projects by Type



Story Map of City Projects



City of Renton

Storefront make-over workshops in Renton

2019 PORT OF SEATTLE ECONOMIC DEVELOPMENT PARTNERSHIP PROGRAM

By: Joe Meyer, Port of Seattle Economic Development Manager

The Port of Seattle's Economic Development Partnership grant program is an annual, cooperative economic development program to help fund local economic development initiatives across King County. Since the program's inception in 2016, the Port has awarded over \$2.6 million in program funding through 87 grants to 32 different cities in King County.

Program Implementation Schedule

December 2019	Program kick-off meeting, applications open
January – February	Engagement with cities to scope projects, budgets, and timelines
February – March	City initiatives reviewed, agreements negotiated and executed
November 2020	2020 projects final reports due
Quarterly	Economic roundtable meetings with special program

Appendix Slides

Program Refinements

1. Option for cities to enter into longer contracting periods to complete projects
2. Additional technical assistance (especially for smaller cities)
3. Additional outreach and engagement
 - Quarterly roundtable meetings
 - Targeted outreach

KENT VALLEY
ECONOMIC DEVELOPMENT

HOME WHY KENT VALLEY BUSINESS DIRECTORY REAL ESTATE RESOURCES Q

Kent Valley is a global aerospace and advanced manufacturing hub in the heart of the Seattle Metro Area.

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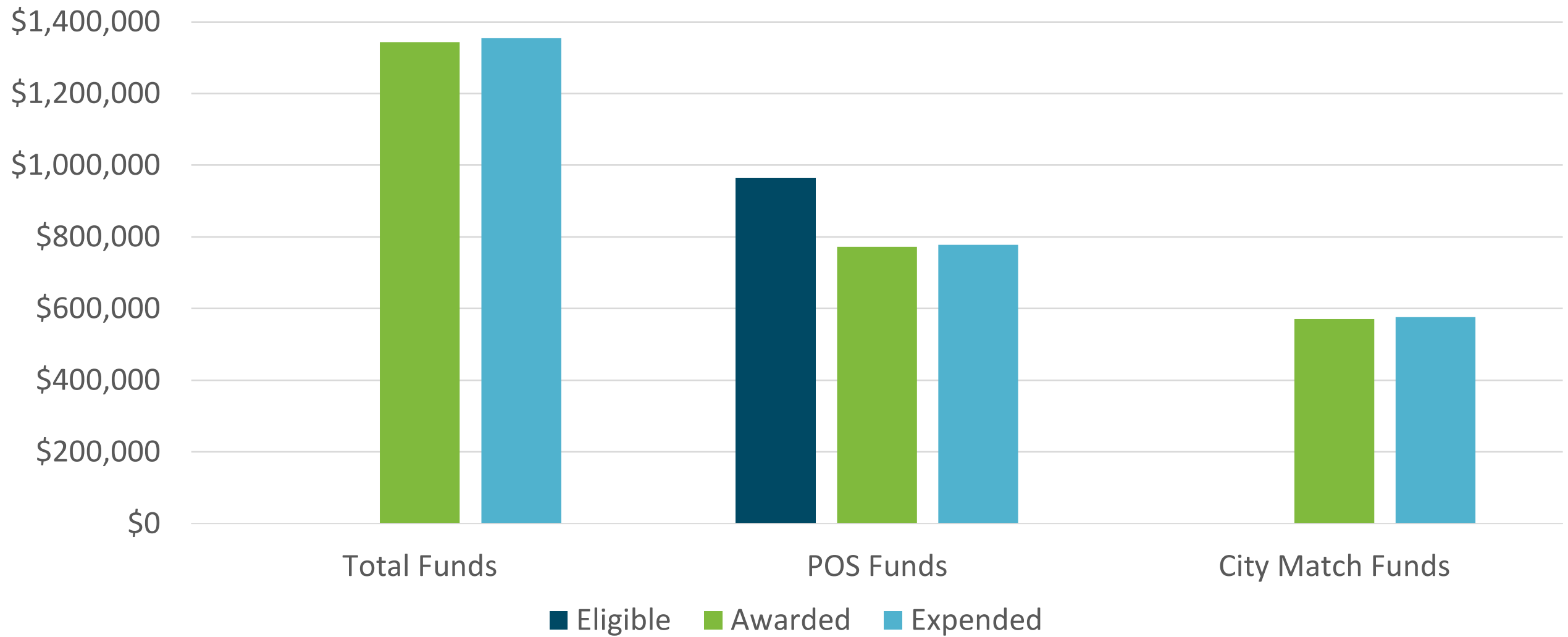
10,000+ businesses
including The Boeing Company's Integrated Defense Systems, Blue Origin, Flow International Corporation, Hexcel, and Spaceflight Industries.
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252,000 employees
Kent Valley is a booming jobs destination with a strong, specialized workforce in manufacturing and technology roles.
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\$6.7 billion in revenue
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Homepage of KentValleyWa.com

2019 EDP Program Eligible, Awarded, and Expended Funds



Auburn

Grant Award: \$65,284

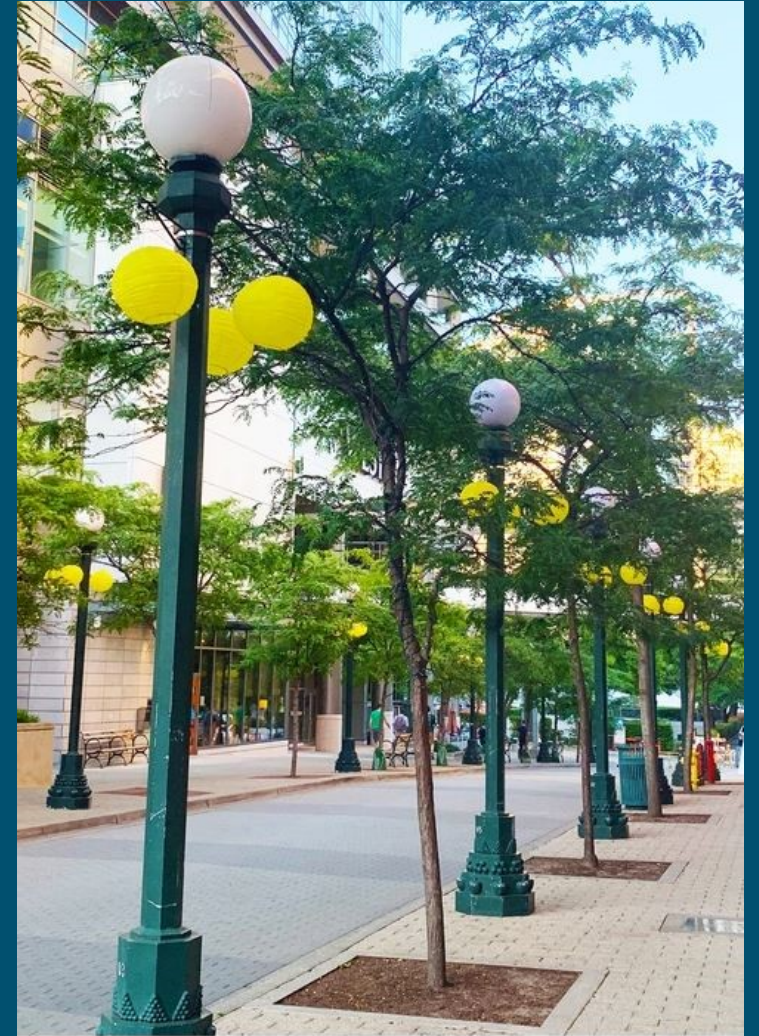
- Buy Local Auburn is connecting citizens to digital content showing how local spending contributes to improvements in local services like roads through local taxes.
- The Auburn Innovation Partnership Zone Business Incubator doubled the number of participating businesses to 20 members and graduated 1 women-owned business.
 - The incubator offers in-person and virtual business support classes.



Bellevue

Grant Award: \$49,253

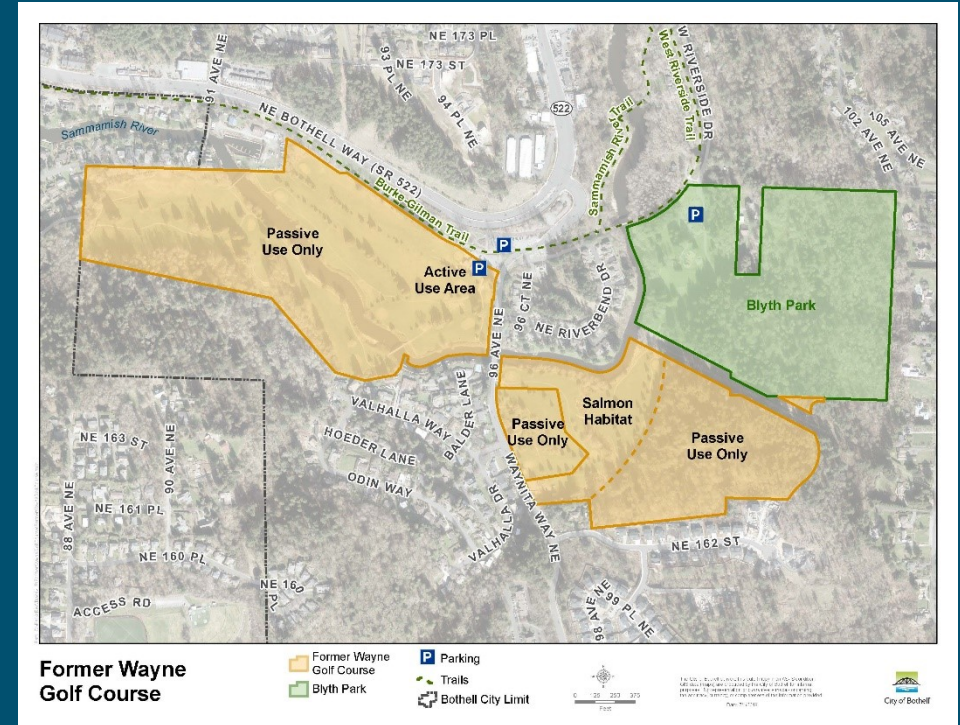
- Marketing for Bellwether Arts Festival generated 1,200 event visitors, 4,600 website visits, paid advertisements in 4+ regional publications, and earned media in 3+ regional publications.
- The Grand Connection summer pilot, a pedestrian street activation along a growing commercial corridor, saw strong positive responses in survey data and that pilot maintenance was “straight forward” resulting in more “confidence” for future public and private sector investments.
- Participated in the Innovation Triangle using Port funds and Startup425 using other funds.



Bothell

Grant Award: \$18,000

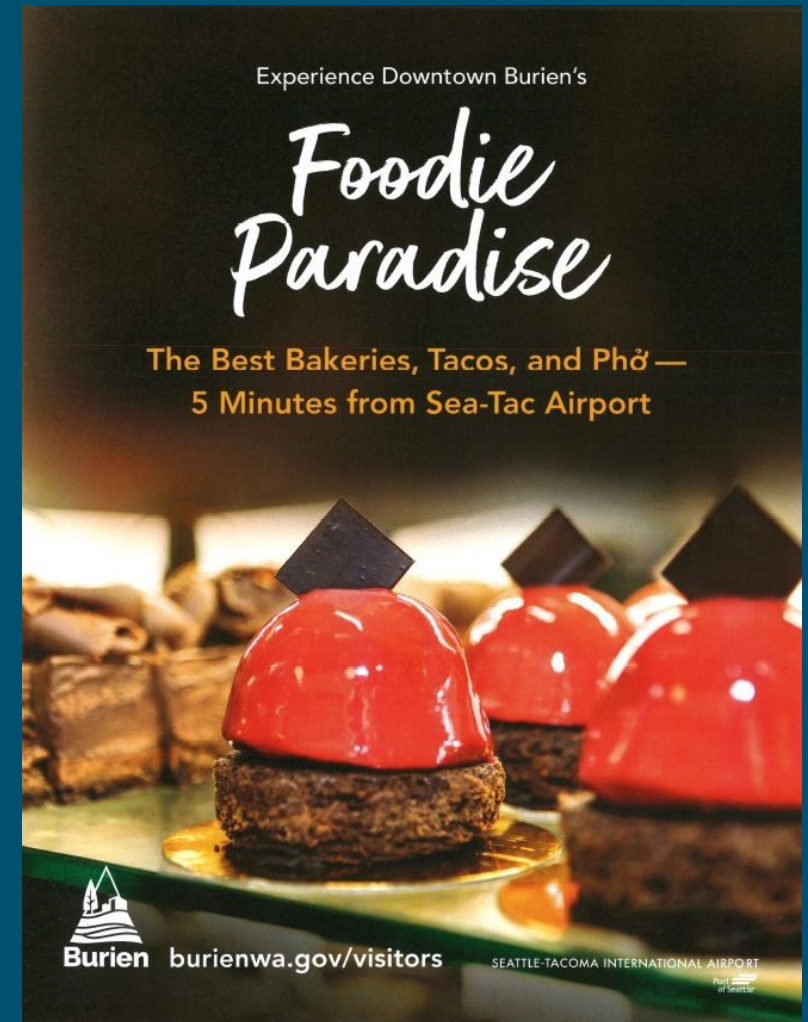
- Completed a feasibility study and market analysis of a small piece of the former Wayne Golf Course
- Report showed market demand for a stand-alone destination, boutique hotel with meeting space and distillery or brewery component to complement outdoor recreation on the Snohomish River Trail.



Burien

Grant Award: \$36,575

- Hosted Opportunity Zone workshops connecting 15 property owners and 25 investors. Two properties are under contract for redevelopment due to the workshops.
- 20+ businesses attended English and Spanish language small business workshops.
- Hosted 15 area hotel concierges at 6 Burien restaurants to increase dining referrals to hotel guests. Prior to engagement, 50% of concierges said they had never recommended dining options in Burien.
- Organizing winter events and pop-up retail to promote shopping and commerce in downtown Burien.



Covington

Grant Award: \$7,250

- The Green River College Small Business Development Center advised 10 Covington businesses and hosted 4 workshops on “starting a business” and “digital marketing fundamentals.”



Des Moines

Grant Award: \$31,140

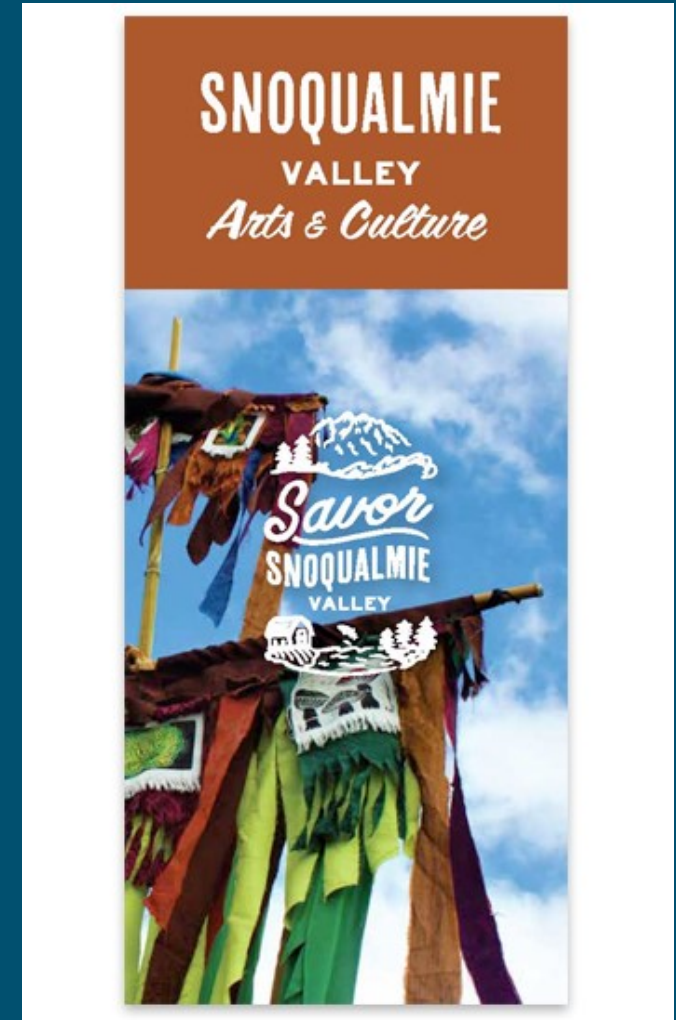
- Developing a request for qualifications (RFQ) to engage private sector investment in Des Moines Marina redevelopment plan.
- The RFQ will seek investment to develop the Des Moines Marina Steps incorporating mixed-use retail or office spaces, a maker-space, and a hotel.



Duvall

Grant Award: \$7,655

- As part of Savor Snoqualmie Valley, the Mountains to Sound Greenway Trust designed and distributed:
 - 10,000 2019 event guides,
 - 5,000 arts and culture maps,
 - 15,000 local food and farm brochures.
- Digital versions of the materials had 90,000 views.



Federal Way

Grant Award: \$58,564

- Created the “Discover Downtown Federal Way” opportunity report highlighting redevelopment opportunities.
- Marketed the 35th Korean-American National Sports Festival.
 - 10,000 visitors attended, including about 5,000 athletes from around the nation that utilized Sea-Tac International Airport.
 - The estimated economic impact for the region was \$10 million.
- Hosted nearly 50 representatives from foreign countries at the Foreign Consulate Forum Tour and Lunch in Federal Way exploring international trade and business development topics.



Issaquah

Grant Award: \$34,992

- Marketed the Sports Medicine Combine event and highlight the Issaquah Sports Medicine Innovation Partnership Zone.
- Hosted and supported
 - Issaquah Chamber of Commerce Regional Business Summit (110 attendees) covering topics like workforce training, cybersecurity, and transportation
 - Chamber University (33 attendees)
 - Hosted “Cultural Conversations” (20 attendees), a workshop series supporting immigrant workers and their spouses as they enter the United States workforce.
- Participated in the Startup425 regional partnership.

ISSAQUAH SPORTS MEDICINE COMBINE

ISSAQUAH SPORTS MEDICINE

REACH YOUR PEAK

SATURDAY
JULY 13, 2019
8AM – 10AM: 5K Race (Issaquah HS)
9AM – 5PM: Sports Med Event

LAKE SAMMAMISH STATE PARK
2000 NW SAMMAMISH RD
ISSAQUAH, WA 98027

Gain knowledge from sports professionals so you can keep reaching YOUR peak, no matter your age or ability.

- Courses, activities and trainings hosted by the finest collection of sports medicine professionals
- Health screenings, 5km fun run, food trucks, sports skills demonstrations, professional athlete meet-and-greets, and giveaways
- Fun for the whole family

LEARN MORE & REGISTER:
WWW.ISSAQUAHSPORTSMED.COM **FREE ADMISSION**

Kenmore

Grant Award: \$22,920

- The Kenmore Business Acceleration trained...
 - 16 businesses in 2019
 - 54 businesses total since 2016
- Updated professional photos for the City website and economic development materials.
- Hired a consultant to evaluate potential incentives and strategies to promote commercial office development.



Kent

Grant Award: \$65,000

- Conducted a regional employment analysis as part of the “Rally the Valley” long-range planning study.
- Leading the KentValleyWa.com marketing and media positioning project.
- Leading the “Interurban Trail Intermodal Study” that will identify new Kent-Pacific area trail connections, trail improvements, and connections to other transit options.

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Kirkland

Grant Award: \$65,000

- Innovation Triangle (Partnership with 3 cities)
 - Attended Select USA 2019 (met with 35 businesses), D.I.C.E. (19 meetings), New Space (10 new contacts), 4 others
 - Added a business retention component and worked with 4 companies
 - Updated 7 business districts profiles on the website and showed an increase in user engagement
- Startup 425 (Partnership with 5 cities)
 - Hosted the Business Foundations Series (270 attendees), the 12-hour Small Business Essentials course (25 attendees), and Women in Business Conference (150 attendees)
 - Created a 5-year strategic plan that explores curriculum development, more events, and developing a collaborative workplace



Maple Valley

Grant Award: \$25,280

- The Green River Small Business Development Center advised 20 companies
- Added a streamlined business portal and real-time economic development data to the city's website.
- Hosted a site selection tour of developable sites with FAIBCI Seattle Chapter
- Advertised tourism and business opportunities in regional publications.

The screenshot shows the FIABCI-Seattle website for a "SEPTEMBER MEETING" event. The page features a navigation bar with links for Home, Events, Grand Prix, Affiliation, and Contact. The main content area is titled "LUNCHEON & MARKET TOUR OF MAPLE VALLEY" and includes the following details:

- Date:** September 12, 2019 (Thursday)
- Time:** 11:30 AM - 2:30 PM
Includes Lunch
- Venue:** Lake Wilderness Lodge
22500 SE 248th Street
Maple Valley, WA 98038
- Cost:**
 - Members: \$15
 - Non-members: \$35
 - Sponsorship Pack: \$175*Contact us for Benefits of Sponsorship*

A "REGISTER" button is located at the bottom of the event details. To the right of the text is a collage of six images: a modern building facade, a street view, a group of people, a building with a large sign, a group of people, and a building with a sign.

Normandy Park

Grant Award: \$5,706

- Developed a hotel feasibility study and market collateral.
- The study showed demand for a “boutique, longer-stay style accommodation” complemented by Normandy Park’s location.

Normandy Park Hotel Study

The City of Normandy Park is conducting an analysis of market opportunities for the lodging industry in the local market. Key findings include potential sources of demand, feasible hotel product types, and an analysis of identified opportunities and anticipated challenges.

KEY FINDINGS

1 Demand for lodging in the airport market is strong and expected to increase.

From 2010-2015, revenue growth for the airport lodging market has been competitive with that of the Seattle market and occupancy rates are well above national averages. In addition, Sea-Tac Airport is expanding. Airport traffic is expected to almost double by 2034 and this will increase demand for hotels.



2 Nationally, boutique hotels are outperforming chain hotels and motels.

The lodging industry has performed well throughout the recent economic expansion. This market success has fueled the growth of a variety of product types, outside of traditional chain hotel selections. Competition from alternative lodging options, such as boutique hotels or Airbnb, is starting to affect the market share of chain hotels and motels. The boutique hotel industry is performing particularly well, with annual growth rates at 8.6% 2013-2018.



3 The hotel market is performing well but can be volatile.

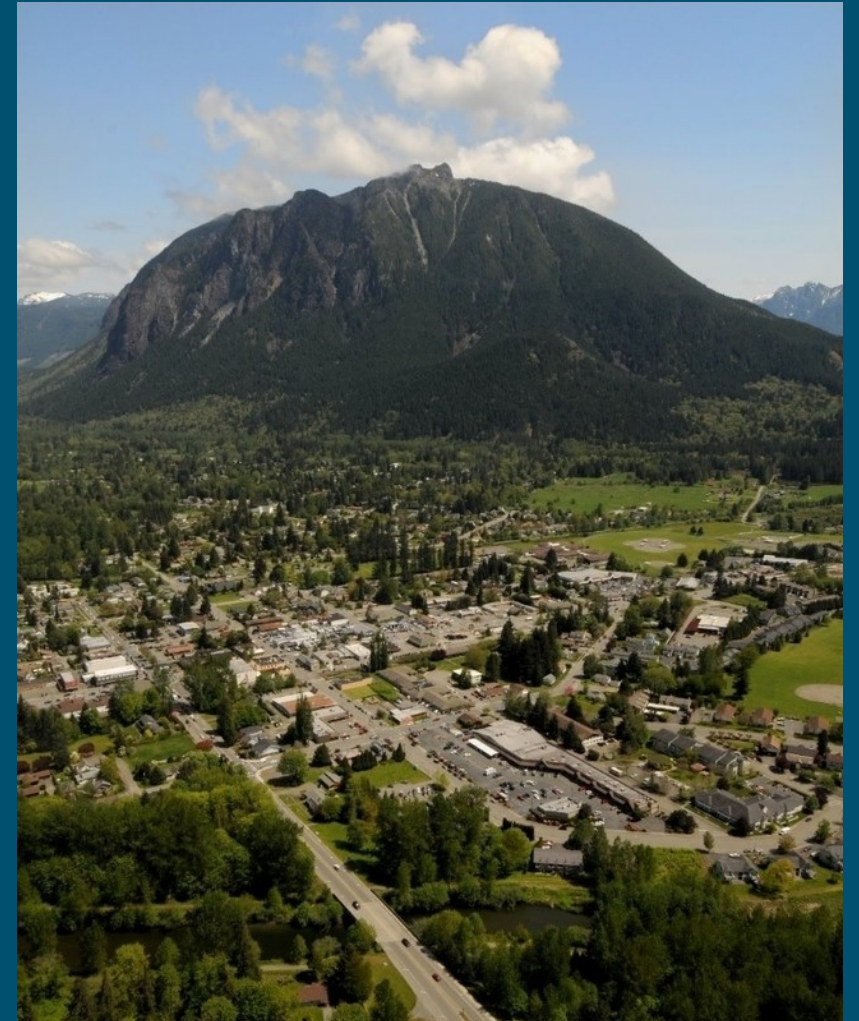
The hotel market is heavily subject to changes in macroeconomic trends. Economic growth 2013-2018 has been positive for the lodging industry, with consistent national increases in both consumer and corporate spending on travel. Diversifying risk with a multi-use project is one way to both take advantage of the trend and guard against economic vulnerability. A product which incorporates residential, office, event, retail, or restaurant space may benefit from differing sources of demand. Determining an appropriate set of less volatile non-lodging uses could provide income even in times when occupancy and revenue rates decline.



North Bend

Grant Award: \$6,000

- Created city economic development marketing materials and parcel-specific marketing materials
- Targeting niche companies that enhance the livability and outdoor recreation potential of North Bend.



Pacific

Grant Award: \$6,875

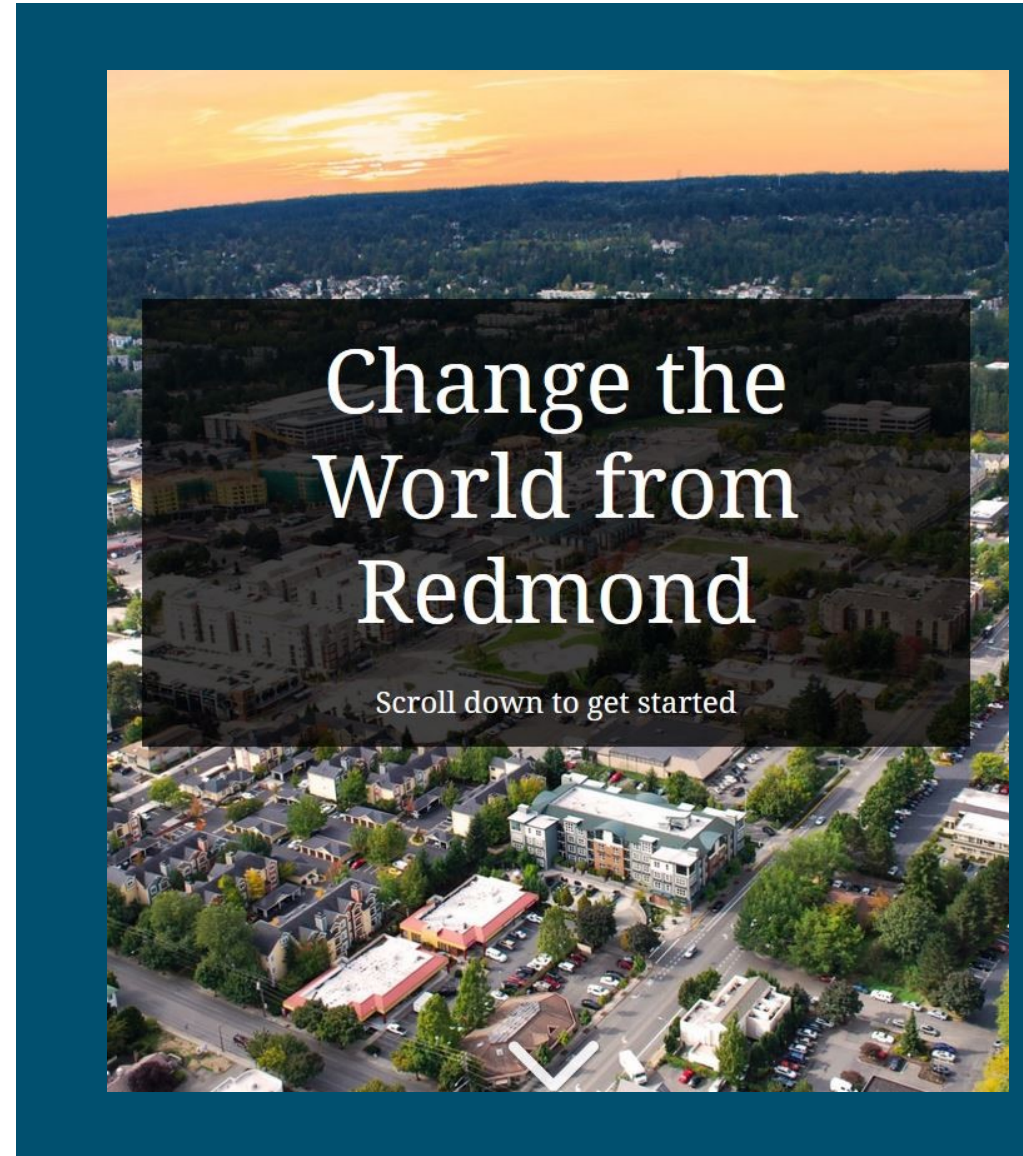
- Participated in the Interurban Trail Intermodal Opportunity Study
- Participated in the Kent Valley marketing, media positioning, and website project.



Redmond

Grant Award: \$64,000

- City hosted 5 business community events (684 attendees) and outreached to 200+ small businesses impacted by future Light Rail development.
- Created a digital “Change the World from Redmond” Story Map showing developable sites in Redmond.
- Participated in the Startup425 and the Innovation Triangle regional partnerships.



Renton

Grant Award: \$65,000

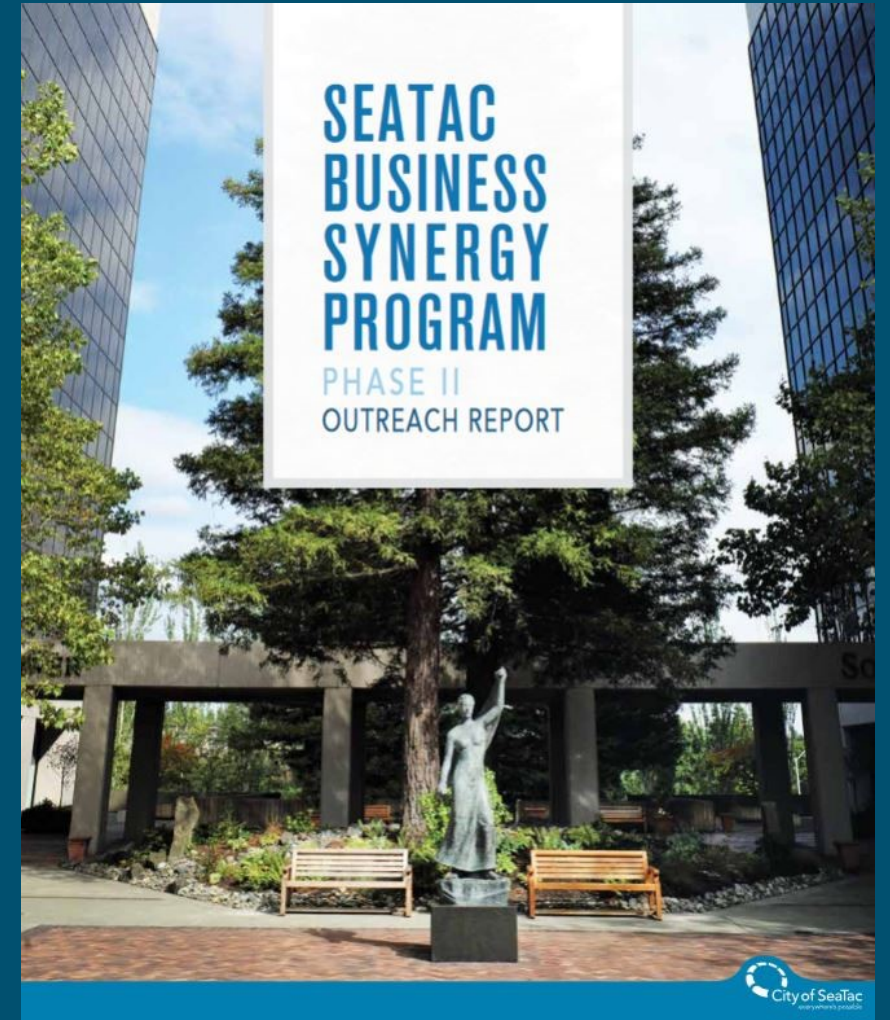
- Siting 4 commercial businesses from multi-year retail business attraction
- Conducted a food incubator and commercial kitchen feasibility study
- Downtown events contributing to increased visitation and commerce:
 - a new concert series,
 - rooftop dragon art-installation/ scavenger hunt (1,000 attendees),
 - “Summerfest” summer block party,
 - Wine Walks (1,236 tickets sold),
 - Small Business Saturday celebration, and winter downtown shopping events.
- Façade grants program supported the creation of a pilot “parklet,” improved storefront signage and window displays in 3 businesses
- Small Business support:
 - Startup425 “Business Foundations Series” in Renton grew significantly to 54 attendees
 - Hosted a “We’re in Business” Spanish language entrepreneurship expo with 65 attendees
 - Hosted the “Creating Stellar Storefronts” seminar (26 business owners) and offered ongoing one-on-one merchandising/storefront coaching (6 businesses), and offered on-going e-commerce and retail trends business coaching.
 - Launched a regular Downtown Business Forum



SeaTac

Grant Award: \$29,130

- Expanded the “Business Synergy” supply chain mapping and local buyer-seller match-making program by visiting 200 new businesses
- Expanded stakeholder engagement for businesses and property owners within the City's Central Airport Business Services District



Shoreline

Grant Award: \$55,000

- Marketing of the Shoreline Place Farmer's Market supported:
 - Increase of 9,000 visitors in 2019 (24,000 total),
 - a 15% increase in self-reported vendor sales and a 9% increase in vendor fees,
 - and a 4.7% increase in EBT/ SNAP Fresh Bucks spending.
- Northwest Filmmaking Accelerator positioned area short-film makers in a high-visibility Hollywood short-film festival.
- The city is organizing and inventorying music industry and night-life assets to grow and promote a local music and tourism scene.



Snoqualmie

Grant Award: \$13,000

- Marketed Savor Snoqualmie Valley by:
 - Converted the digital Historic Snoqualmie Walking Tour into displays for downtown kiosks.
 - Created reusable heritage display boards highlighting attractions to encourage event visitors to explore other Snoqualmie Valley attractions.
 - Grew and supported the social media channels and website.
 - Updated and printed the Snoqualmie Valley Trail Brochure and the Arts and Culture Map.



Tukwila

Grant Award: \$19,800

- Created an economic conditions briefing for the City Council with...
 - Robust business outreach and engagement to disadvantaged businesses and the community
 - Research on business and demographic indicators
- Participated in the Kent Valley marketing, media positioning, and website project.



Woodinville

Grant Award: \$11,830

- Incubator study was broadened to explore wine and adult beverage industry challenges.
- The final study explores 2 projects:
 - A Visitor Hub that will act as “a gateway to the region” offering programming for tourists
 - An exploration of developing an industry cooperative to lower the cost of beverages distribution



Appendix – Program Guidelines

2019 Program Grant Award Utilized

Algona	\$ -
Auburn (part)	\$ 65,000
Beaux Arts Village	\$ -
Bellevue	\$ 49,252
Black Diamond	\$ -
Bothell (part)	\$ 18,000
Burien	\$ 51,850*
Carnation	\$ -
Clyde Hill	\$ -
Covington	\$ 7,250
Des Moines	\$ 1,140*
Duvall	\$ 7,840
Enumclaw (part)	\$ -

Federal Way	\$ 58,563
Hunts Point	\$ -
Issaquah	\$ 34,992
Kenmore	\$ 22,920
Kent	\$ 65,000*
Kirkland	\$ 65,000
Lake Forest Park	\$ -
Maple Valley	\$ 25,217
Medina	\$ -
Mercer Island	\$ -
Milton (part)	\$ -
Newcastle	\$ -
Normandy Park	\$ 5,705

North Bend	\$ 6,000
Pacific (part)	\$ 6,875*
Redmond	\$ 64,000
Renton	\$ 65,000
Sammamish	\$ -
SeaTac	\$ 29,130
Shoreline	\$ 55,000
Skykomish	\$ -
Snoqualmie	\$ 13,000*
Tukwila	\$ 19,800*
Woodinville	\$ 11,830
Yarrow Point	\$ -
Total POS Funds Expended	\$ 778,179

2020 Program Grant Award Amounts

Algona	\$ 5,000
Auburn (part)	\$ 65,000
Beaux Arts Village	\$ 5,000
Bellevue	\$ 65,000
Black Diamond	\$ 5,000
Bothell (part)	\$ 28,570
Burien	\$ 52,000
Carnation	\$ 5,000
Clyde Hill	\$ 5,000
Covington	\$ 20,280
Des Moines	\$ 31,580
Duvall	\$ 7,840
Enumclaw (part)	\$ 12,200

Federal Way	\$ 65,000
Hunts Point	\$ 5,000
Issaquah	\$ 37,590
Kenmore	\$ 22,320
Kent	\$ 65,000
Kirkland	\$ 65,000
Lake Forest Park	\$ 13,250
Maple Valley	\$ 26,180
Medina	\$ 5,000
Mercer Island	\$ 24,470
Milton (part)	\$ 5,000
Newcastle	\$ 12,450
Normandy Park	\$ 6,610

North Bend	\$ 6,965
Pacific (part)	\$ 6,875
Redmond	\$ 65,000
Renton	\$ 65,000
Sammamish	\$ 64,410
SeaTac	\$ 29,180
Shoreline	\$ 56,370
Skykomish	\$ 5,000
Snoqualmie	\$ 13,670
Tukwila	\$ 20,930
Woodinville	\$ 12,410
Yarrow Point	\$ 5,000
Total Eligible Funding	\$ 1,011,150

Eligible Activities

- **Business recruitment** initiatives designed to attract new companies to a region or city;
- **Small business development** (including incubator/accelerator projects);
- **Industry retention** and expansion assistance **Tourism development;**
- **Downtown revitalization;**
- **Commercial or industrial property development;** and
- **Other community or economic development projects** that support new investment and job creation.

Projects Need to Tie to Port Business Interests

Program Guidelines

- The awards are available to 38 cities in King County, based on a \$1 per capita formula.
- Awards are capped at \$65,000 with a minimum of \$5,000 for small cities.
- A 50% local match, with up to 25% in-kind resources, of the total Port grant award is required.
- Funds cannot be used in capital projects.
- Cities may contract with local non-profits to deliver projects or manage initiatives.
- Cities may collaborate or aggregate regionally to enhance impact or outcomes.

Program Guidelines (continued)

- Projects should align with city's economic development strategy and support the Port's Century Agenda or business interests.
- Specific deliverables and costs must be identified and documented.
- Port funds will be released on a cost reimbursement basis with documentation.
- Cities are strongly encouraged to discuss proposed projects/uses of funds with Port of Seattle staff early in concept. The Port will accept applications starting in starting after the December 13, 2018 Kick-off meeting.

Economic Development Partnership Program

- The Port expects this program to drive Century Agenda goals through purposeful and powerful economic development partnerships with local cities.



Economic Development Partnership Program

Contacts

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Thank you