

# Trade, Business and Community Development Funding Application

*This form must be completed and submitted prior to making funding commitments or expenditures within the **Trade, Business and Community Development Account (Account #66400)**. Please submit completed forms to Craig Watson, Port General Counsel for consideration by the Development Funding Review Committee. Submissions via email will generally receive expedited response. **Approved forms signed by the General Counsel must accompany all payment requests for expenditures charged to Account #66400.***

## Requestor Information

Date of Request	<i>Revised 10/16/2012</i>
Employee Name	<i>Mary Gin Kennedy</i>
Title/Department	<i>Director, Commission Services, Commission</i>
Phone	<i>206-787-3302</i>

## Event Information

Name of Event or Program	<i>SODO Transportation Program</i>
Type of Event (luncheon, trade show, seminar, etc.)	<i>Community outreach, public forum and report.</i>
Date of Event (if applicable)	<i>NA</i>
Requested Amount	<i>\$50000.00</i>
Is amount within Approved Budget?	<input type="checkbox"/> <i>Yes</i> <input checked="" type="checkbox"/> <i>No</i>
Who would attend/participate on behalf of the Port?	<i>Commissioners, Seaport staff, Public Affairs staff</i>
Name of Organization	<i>Duwamish Transportation Management Association</i>
Contact Name	<i>Dave Gering, Executive Director</i>
Phone	<i>206-762-2470</i>
Mission Statement	<i>The Duwamish TMA is a non-profit group dedicated to improving transportation services in, to and through the Duwamish business community.</i>
Web Site Address	<i>www.duwamishtma.org</i>
Is the Port a member of the organization?	<i>Yes</i>

### Expenditure Type

Port contributions to or on behalf of third parties for promotional purposes are limited to the following types of expenditures as specifically authorized under state law. Please check the applicable category and explain how this proposed expenditure meets the criteria identified in the Port's Trade, Business and Community Development policy for that category.

**Promotion of Port Properties and Facilities; Trade Promotion**

*Explain: The program will identify and evaluate the transportation and mitigation needs of the businesses associated with the Port's container terminals. Data collected during community outreach can be used illustrate the contribution of the Seaport to the economic health of Seattle and King County in the form of case studies. The program will also collect current data from Port-dependent businesses on their use of Port properties for imports and exports and assist the Port in developing new marketing strategies as current customers adjust their approaches to current developments. The report will include between 10 and 25 profiles of businesses that depend on the Seaport for shipping or are key players in the maritime sector, as well as a few profiles of businesses whose operations are not Port-related.*

**Promotion of Tourism**

*Explain:*

**Economic Development Programs**

*Explain: This program will determine the freight and public transportation needs of businesses associated with the Port's container terminals. It will identify mitigation strategies and improvements still needed after current transportation projects in SODO, including the tunnel, are complete. Input will be sought from major freight companies, Port-related and other employers, manufacturers, retailers, transit users, bicycle/pedestrian groups, stadiums and government agencies. The information gathered from the community will assist in planning for future Port economic development projects, and those undertaken by others in the maritime/industrial sectors as the SODO area is transformed by new construction and uses.*

**Approved**

**Not Approved**

Signature

Dan Thomas

Date:

10/17/12

**Approved form must be submitted to Accounts Payable with payment request.**

### Public Education and Other Information:

The program will generate fresh data from community outreach , including business profiles of Port-dependent businesses. The research data will be analyzed and synthesized to inform the Port, regional decision-makers and the general public about the Port's facilities and long-standing Port, maritime sector and SODO transportation assets, needs and concerns, and how those assets, needs and concerns are linked to the Port's, the City of Seattle's and King County's continued economic success.

Initially, the Duwamish TMA will conduct an inclusive community-wide survey of stakeholders who are dependent on the Port as a freight and transportation hub, especially for import and export shipping services, or who work or do business in SODO and are impacted by the movement of freight. This community outreach is expected to encourage better relationships among stakeholders. After completing the community outreach, the program would also sponsor at least one public forum or panel, and probably hold more than one, to share initial information, conclusions and recommendations and seek final comments from stakeholders.

Based on the community outreach and the public forum(s), the Duwamish TMA will publish a balanced and objective report within 6 months (by May 2013) with key findings and recommendations prioritizing freight-related issues but including all modes of transportation. The report would be widely available to elected officials, the business community and the general public. This report and other findings developed as part of the Duwamish TMA's research and community outreach would also be available for review as the SEPA process begins for the proposed arena in SODO.

The Duwamish TMA is well-suited to undertake this project because it is very familiar with SODO's freight and transportation issues and Port-related businesses. It is also already well-known to many stakeholders and has been able to work with diverse interest groups on previous projects.