



# Airport Dining and Retail Program Outreach Plan Overview

Prepared by PRR in collaboration with Airport Dining & Retail, Office of Social Responsibility

## **Comprehensive outreach requires a two-pronged approach:**

- 1) Directed to local, small and minority-owned business
- 2) Directed to national and regional airport-industry operators

***This overview focuses on the outreach to local, small and minority-owned business***

## **Outreach plan for 2015 includes:**

- One-on-one outreach to organizations working with communities of color, minority business groups, neighborhood and other chambers of commerce and social justice organizations
- Host multiple leasing outreach events – April, May and September, October
- Local media relations and social media to promote event attendance
- “Doing Business at Sea-Tac” video providing a glimpse of a day in the life of an operator at the Airport, including tenant testimonials
- Paid local advertising in daily newspapers, business and minority group publications

## **Outreach Objectives:**

- Attract new small businesses and minority-owned businesses into the retail and dining mix at Sea-Tac that will reflect the character of the Pacific Northwest
- Explain the leasing opportunities that will be available at Sea-Tac in the 2015 through 2017 so that prospective tenants have time to prepare to compete
- Provide all prospective tenants with a clear overview of doing business at Sea-Tac, focusing on both opportunities and challenges to help small businesses and minority-owned businesses make informed decisions
- Provide the opportunity for prospective tenants to connect with current tenants

- Offer in-person assistance to businesses that may be interested in retail or business contracts with information on the Port's competitive processes
- Distribute leasing brochures, informational packets, tenant applications and provide contact information for potential tenants that have additional questions or need more information

### **Target Audiences:**

- Prospective locally based future restaurateurs and retailers, passenger service providers, including small, local and minority-owned businesses

### **Outreach to Local, Small, and Minority-Owned Business:**

Tactics Include Port-hosted Airport events in April and September with additional identical format satellite events in targeted locations, e.g. Seattle, Federal Way, Tacoma. Timing: April, May and September, October (additional events if demand merits)

### Community Outreach

- Direct outreach to organizations working with communities of color, minority-owned publications, chambers of commerce and social justice organizations. Leverage their existing communications channels to get the word out and encourage participation.
- Provide electronic versions of event posters/flyers for organizations to distribute to their members and audiences. Materials to be updated prior to each event.
- Offer to have ADR staff and/or Port spokesperson speak at member meetings/events to provide an overview of business opportunities, selection criteria and process for responding to RFPs/CEPs
- Potential organizations include:
  - Seattle Chamber Business Diversity Program
  - UW Foster School of Business Diversity Program
  - King County Hispanic Chamber of Commerce
  - Seattle Urban League
  - Rainier Valley Chamber of Commerce
  - Vietnamese Friendship Association
  - The Minority Executive Directors Coalition of King County (MEDC)
  - Horn of Africa
  - National Black MBA Association
  - Tabor 100
  - Tribal economic development programs

## Event Format

- Welcome and introductions (appetizers and refreshments available)
- Brief PowerPoint presentation by Airport Dining and Retail staff
- Video presentation – What it’s like to do business at Sea-Tac (Port staff/testimonials)
- See Yourself at Sea-Tac/Meet the Operators
- Informal Q&A with staff and leasing consultant team

## Handouts and Materials

- PowerPoint presentation
- Doing Business at Sea-Tac: What you need to know packet to include:
  - ✓ Illustrative infographic on key requirements, process, opportunities/challenges, etc.
  - ✓ Case studies (1-2) highlighting current businesses featured in video
  - ✓ Step-by-step checklist for application process
  - ✓ Doing business at Sea-Tac brochure
  - ✓ Leasing brochure (previously developed)
  - ✓ Application forms (previously developed)
  - ✓ “Small business ambassador/concierge” business card – the go-to contact to call when questions arise/help is needed
  - ✓ Business cards for Eat, Shop, Lease (previously developed)
  - ✓ Information about what ACDBE certification means

## Email and Electronic Announcements for Event Promotion

- Email announcements to:
  - Existing database lists of interested businesses, current tenants
  - National trade and industry organizations
  - Local industry organizations (e.g. Seattle Chamber of Commerce, Downtown Seattle Association, retail, restaurateurs)
- Outreach would be conducted prior to each event (April, May, September, October)
- Direct to leasing website to view testimonial video
- Other electronic channels via the Port and the Office of Social Responsibility

## Paid Advertising

- Print and online advertising placed prior to each event (April, May and September, October) in outlets such as:

- ✓ Business: Daily Journal of Commerce, Puget Sound Business Journal, Wall Street Journal local edition, Seattle Times, KOMOnews.com, KING5.com (business pages)
- ✓ Minority-owned media outlets: NW Asian Weekly, The Facts, The Medium, Chinese News Times, La Raza, Phuong Dong Times, Runta News, Somali TV

#### Media Relations

- Draft three press releases and conduct media pitching to local and minority-owned media outlets (print/broadcast/online/blogs) prior to each event

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