

# Economic Development Division 2016 – 2020 Business Plan Overview

Commission Briefing  
September 8, 2015

# Introduction

- Native Washingtonian...
- 25+ years in economic development
  - Business development
  - Workforce development
  - Infrastructure development
  - Public Affairs
- Track record: over 2000 new jobs created - \$100s of Millions in new private investment



David McFadden

**Experienced – Mission Driven -- Excited!**

# Big Opportunities

- A Compelling Century Agenda (100,000 new jobs!)
- A successful track record:
  - Rebuilding the waterfront
  - Building the airport
  - Putting people to work!
- An institution with powerful resources to strengthen our statewide economy



**Making it Happen!**

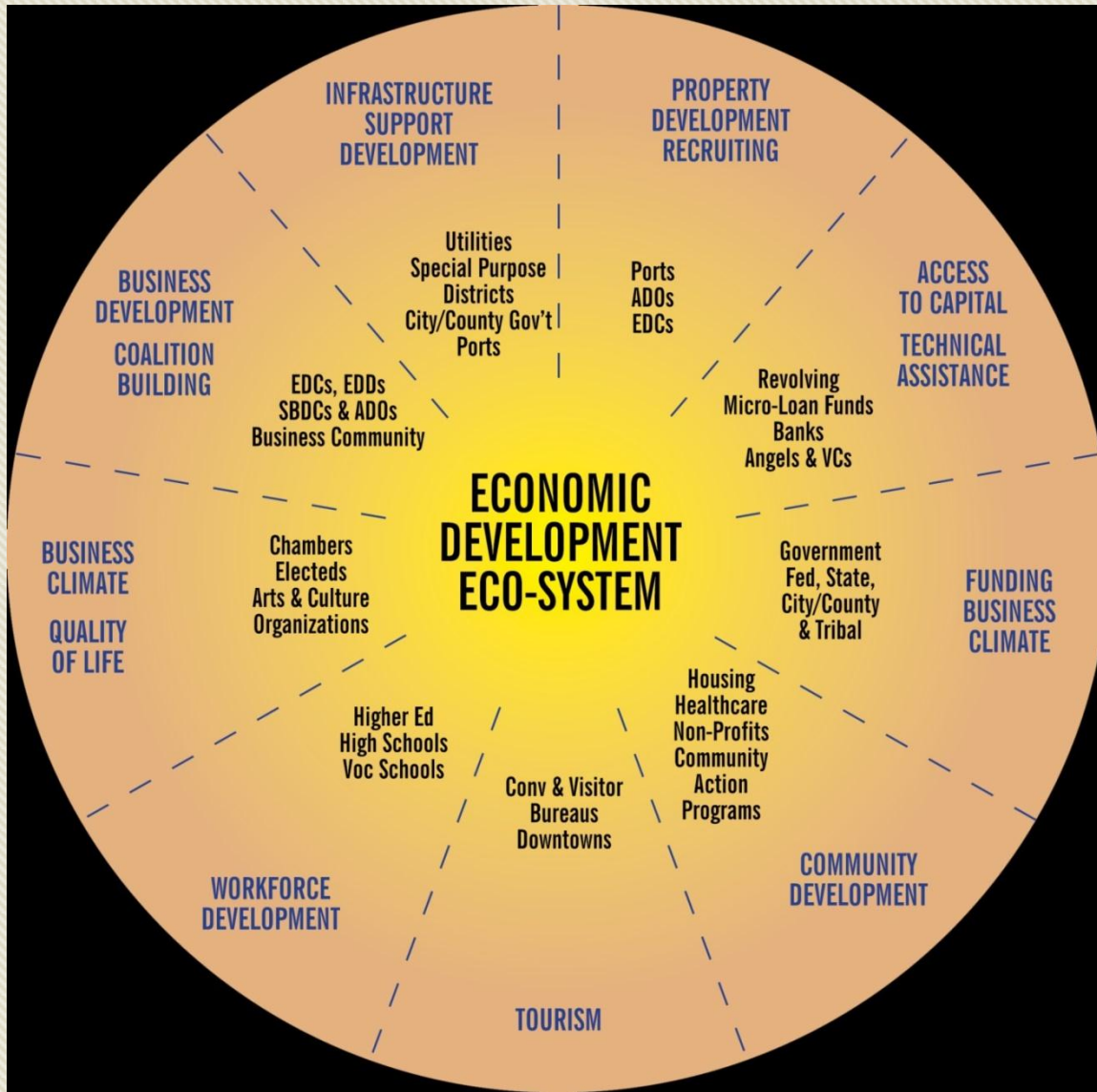
**Economic Engine – Successful Track Record – Poised for Success**

# **100,000 New Jobs Spur Statewide Economic Vitality**

**Presentation today will highlight:**

- 1. Economic development goals to create jobs and advance the Century Agenda**
- 2. Related outcome measures to focus our energy and investments;**
- 3. Resources our team will need to be successful; and**
- 4. Initial timelines for implementation.**

**Big Vision – Big Impact**



**PARTNERSHIPS IN KING COUNTY & THROUGHOUT WASHINGTON ARE KEY TO SUCCESS**



# NEW JOBS AND ECONOMIC IMPACT

- **GOAL:** Tangibly support public and private investment projects that create new jobs and generate economic impacts for the Port and its local government partners in King County and WA State:
  - targeted domestic and international marketing efforts that raise the Port's and the region's image as a business location; and
  - Use Port financial resources and statutory authority to support new development.



**New Business Development – Quality Jobs**

# **Outcome Metrics – New Jobs & Economic Impact**

- ➔ 80 qualified leads from prospective companies interested in Port or Washington state business options;
  - ➔ 30 international prospects (inc. EB5 investors)
- ➔ 8 site visits from expanding companies or business investors interested in the region;
- ➔ Inventory of incubators/economic development projects in King County and WA state; and
- ➔ Recommendations on specific incubator/economic development investments.

**Lead Generation – Incubator/Accelerator Investments**

# SMALL BUSINESS GROWTH & WORKFORCE DEVELOPMENT

- **GOAL: Use our influence as a Port to drive competitiveness of key industry clusters through workforce development and effective small business supplier networks.**
  - Improve placement and wage progression opportunities in Airport, Aerospace, Maritime, Manufacturing and Construction industries; and
  - Achieve 40% Small Business utilization goal



**Cluster Support– Workforce Development – Small Business Growth**



# Outcome Metrics – Support Key Clusters

- ➔ 40% small business utilization on Port contracts/projects
- ➔ 20 small business contractors supported through *PortSBE Generator* (per year)
- ➔ 1500 people hired through Airport employment center (per year)
- ➔ Expand airport focused workforce development initiatives to also impact on maritime, construction, and manufacturing sectors

**Supporting Small Business – Developing a Talented Workforce**

# USE REAL ESTATE TO DRIVE ECONOMIC OPPORTUNITIES

- **GOAL: Aggressively use real estate assets to drive job creation and support key industry clusters:**
  - Generate new jobs and economic impact by increasing property utilization; and
  - Position properties to support growth of key clusters (ex. Maritime and Aviation)



**Real Estate Development – Facility Management**

# Outcome Metrics – Real Estate Development

- ➔ Real estate strategic plan completed in 2016
- ➔ 100+ acres of Port property developed
- ➔ Maintain NOI within portfolio
- ➔ 90% occupancy or better at existing properties;

**Supporting Small Business – Developing a Talented Workforce**

# INCREASE INTERNATIONAL VISITOR TRAFFIC

- **GOAL: Increase international visitor traffic to the region and advance the Puget Sound and Washington state as a leading tourist destination:**
  - Make Sea-Tac Airport “Gateway of Choice” ; and
  - double economic value of cruise traffic.



**Tourism – Foreign Direct Investment**

# Outcome Metrics – Tourism

- ➔ Generate \$30 million of favorable media coverage in target markets
- ➔ Increase international cruise/stay packages by 5% per annum
- ➔ Institute a small communities tourism grant program

**Supporting Small Business – Developing a Talented Workforce**



# Resources Needed for Success

- \$100,000 (per year) to support new business development and foreign direct investment initiatives
- Team support:
  - FTE Administrative assistant (tourism has none)
- Continuation of airport employment center contract
- \$1,100,000 to support new career pathways initiative
  - Expanded focus on maritime, manufacturing and construction workforce development
- PATIENCE: impacts and results in 2017 and beyond

**Funding – Staffing – Patience**

# 2016

- FDI/domestic marketing efforts start,
- King Co. incubator/economic development investments identified
- Career pathways identified, developed and funded
- PortSBE accelerator implementation
- Strategic Real Estate plan completed
- NERA properties leased – Des Moines/Seatac properties ready
- Small community tourism grants established

**Planning – Implementation– Development -- Evaluation**

# 2017-2020

- FDI/domestic marketing efforts produce interest, visits from prospective firms AND successful new business investment projects
- Statewide incubator/economic development investments identified
  - Port JOBDRIVER fund established to make investments that lead to jobs
- Port increases small business utilization from 34 to 40 percent driving \$MM in contracts to small firms throughout the region
- Workforce development and job center initiatives support apprenticeship, certificate, and degree programs needed by key industries
- 100 acres of port property developed
- NCL terminal developed – tourism grants established

**New Business Investment – New Jobs - Property Developed – Tourism Flourishes**