

Economic Development Partnership Grant Program

Advancing local economic development throughout King County

Cooperative Program

- King County cities receive funding to advance local economic development throughout the region.
- Annual grant funding provided on a \$1 per capita formula:
 - Grants capped at \$65,000
 - Smallest cities receive a minimum of \$5,000



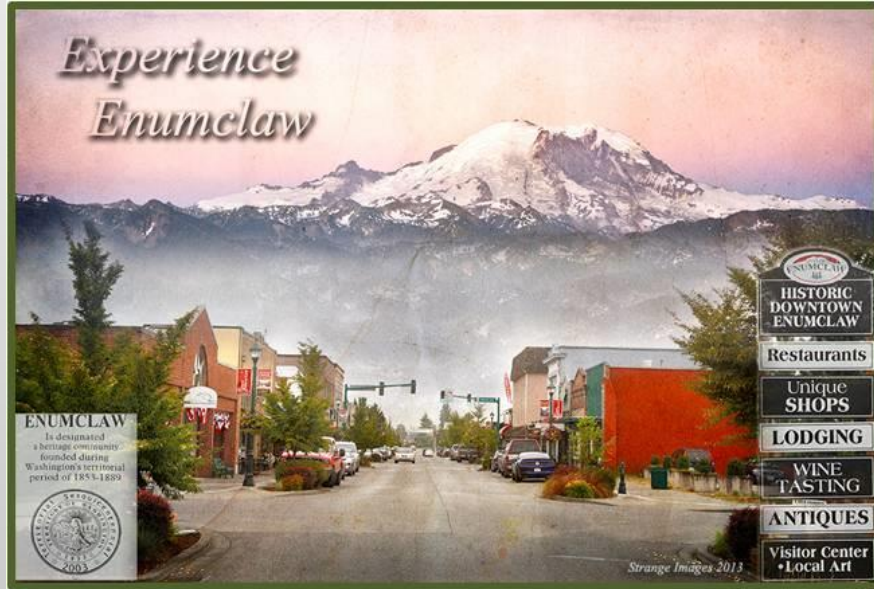
Advancing Local Economic Development Partnerships Throughout the Region

Eligible Activities

- ➔ **Business recruitment** initiatives designed to attract new companies to a region or city;
- ➔ **Small business development** (including incubator/accelerator projects);
- ➔ **Tourism development;**
- ➔ **Industry retention** and expansion assistance (ex. Maritime)
- ➔ **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

City of Enumclaw



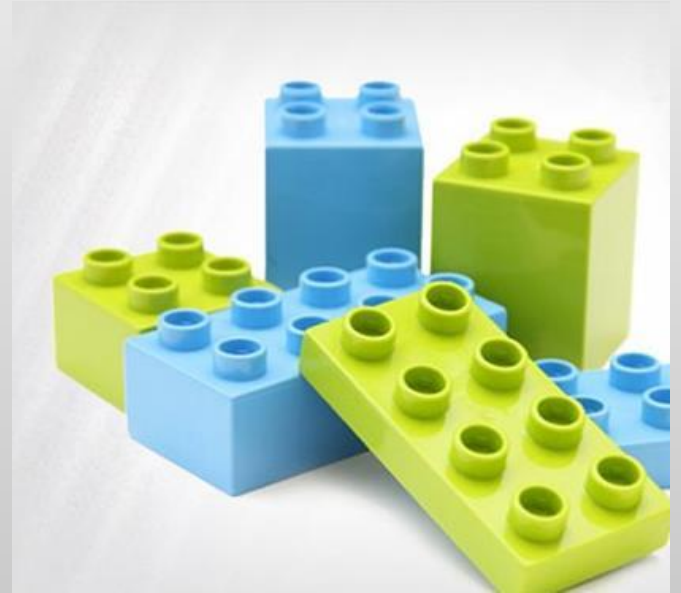
2018 Grant Will Support:

- Business recruitment – increase in stability of retail businesses and reduced number of vacant storefronts.
- Implement Downtown revitalization program
- Sunset Shines Marketing Campaign – support public art installations and tactical place making activities.

Downtown Revitalization & Seasonal Tourism Promotion

An Important and Effective Partnership

- Initial Results are Favorable
- Cities are willing to report on longer term results
- Cities do not have the resources to implement these initiatives. In many cases local governments are now able to take on longer term development projects (ex. Des Moines)
- This partnership is an effective way to advance the Port's Century Agenda and business interests



Leveraging Port Resources to Promote Regional Development

Tim Dutter

Manager, *Economic Development*

- A) Tourism and Branding
- B) Chamber University Workshops
- C) Startup 425 Workshops and Mobile World Congress
- D) Economic Development Website Enhancement
- E) WA Innovation Partnership Zone: Sports Medicine



PORT GRANT 2018



AGENDA BILL 7522: CREATING THE VISIT ISSAQUAH ORGANIZATION

- Agenda Bill 7522 was initiated by council in December of 2017 to create a new Destination Marketing Organization
- Agenda Bill 7522 passed by Council on May 7th, 2018
- Staff directed to file the Articles of Incorporation
- ED to lead Branding Campaign in alignment with the Chamber of Commerce, City of Issaquah and Downtown Issaquah Association.
- Port of Seattle: \$11,500
- City of Issaquah: \$50,000
- Alternative: LTAC to conduct wayfinding placement study.

The four "R"s that will help your business grow & thrive

- Revelations**
 March 15th
 Paradigm shifts in the market and how to stay relevant
- Recruiting**
 March 29th
 Job description & compensation packages to attract & retain top notch candidates
- Retention**
 April 12th
 Build Customer Loyalty
- Regulations**
 (3 part series)
 April 26th
 HR Regulations
 May 10th
 City, County & State Compliance
 May 24th
 Tax Regulation & Reform



CHAMBER UNIVERSITY WORKSHOPS SERIES: CREATE BUZZ 2018

2018 **CREATE BUZZ** workshops

Retention

with Casey Jacox
 President, Client Strategy & Partnerships - Kforce




2018 **CREATE BUZZ** workshops

HR Regulations & Compliance

Thursday, May 10th 8:30 am - 10 am
 @ YWCA Family Village

with Jaime Cole



PORT: \$7,000
 CHAMBER: \$3,500



STARTUP 425

MOBILE WORLD CONGRESS

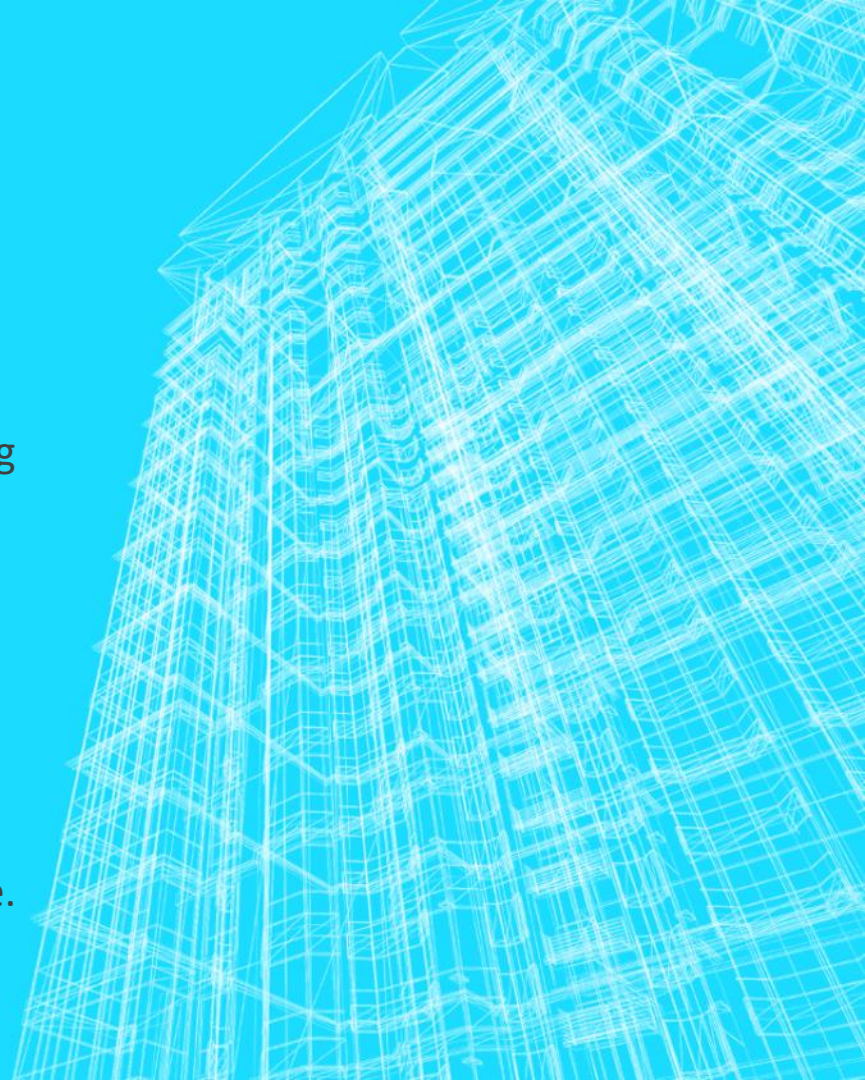
The Global Passport program will focus on mobile technology companies that are interested in exploring sales in Europe.

Selected startups will take part in a series of export training workshops and then join a delegation at 4YFN, the startup hall at Mobile World Congress.

Mobile World Congress gives you access to over 100,000 technology professionals over the week and 2,000 companies that will define the future of mobile.

Port of Seattle: \$3,000

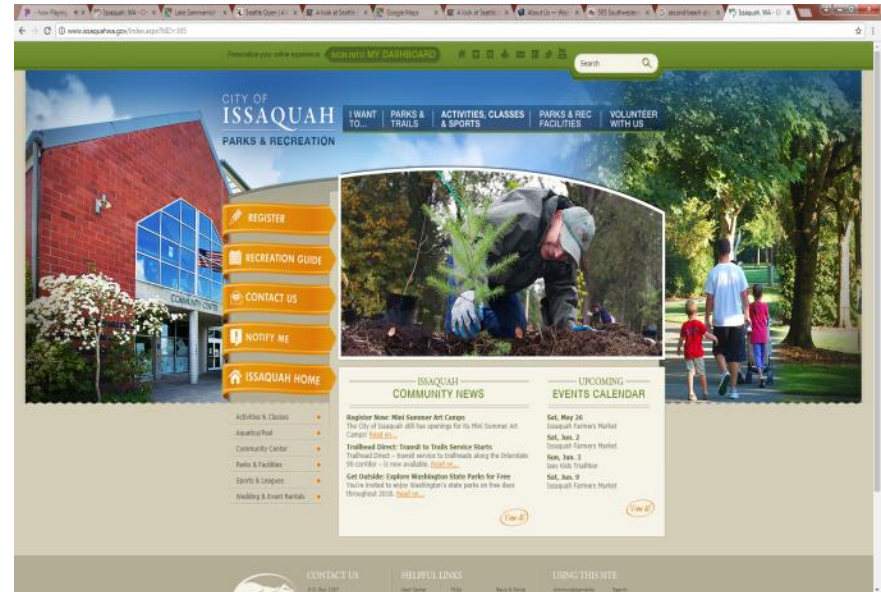
City of Issaquah: \$1,500



ECONOMIC DEVELOPMENT WEBSITE:

Building a data center
Updating ECONOMIC profile
Updating business financing, licensing, permitting content

Port of Seattle: \$3,000
City of Issaquah: \$1,500



SPORTS MEDICINE: INNOVATION PARTNERSHIP ZONE

Awarded contract to host a regional or national Sports Medicine Conference

City award for fiscal year 2019 (July 1, 2018 – June 30, 2019) is \$48,500.

| | FY19 |
|-----------------------------------|----------|
| COMMERCE Funds | \$48,500 |
| Local Matching Resources Required | 12,125 |
| TOTAL BUDGET | \$60,625 |

City of Kenmore Port of Seattle Economic Development Partnership Grant Projects 2017

Nancy Ousley
Assistant City Manager





BUSINESS ENGAGEMENT IN KENMORE

- Business Registration
- FindKenmore.org Business Directory
- Kenmore Business Alliance and Business Events
- Bothell **Kenmore** Chamber of Commerce
- Kenmore Business Incubator
- Port of Seattle/City Funded Business Acceleration Training
- 2018: City of Kenmore Economic Development Strategy Update





PORT OF SEATTLE GRANT PROJECTS 2017

- Grant Amount: \$22,320
- Business Acceleration Training
- Brew Row Promotion: Street Banners and Trail Signage
- Commercial Development Capacity Update & Marketing

BUSINESS ACCELERATION TRAINING

- 17 businesses in 2- six week series (Fall 2017 & Winter 2018)
- 38 businesses total in 2 years



BREW ROW PROMOTION



Wayfinding Project

S 188th & S 200th Street Corridors

- City of SeaTac -

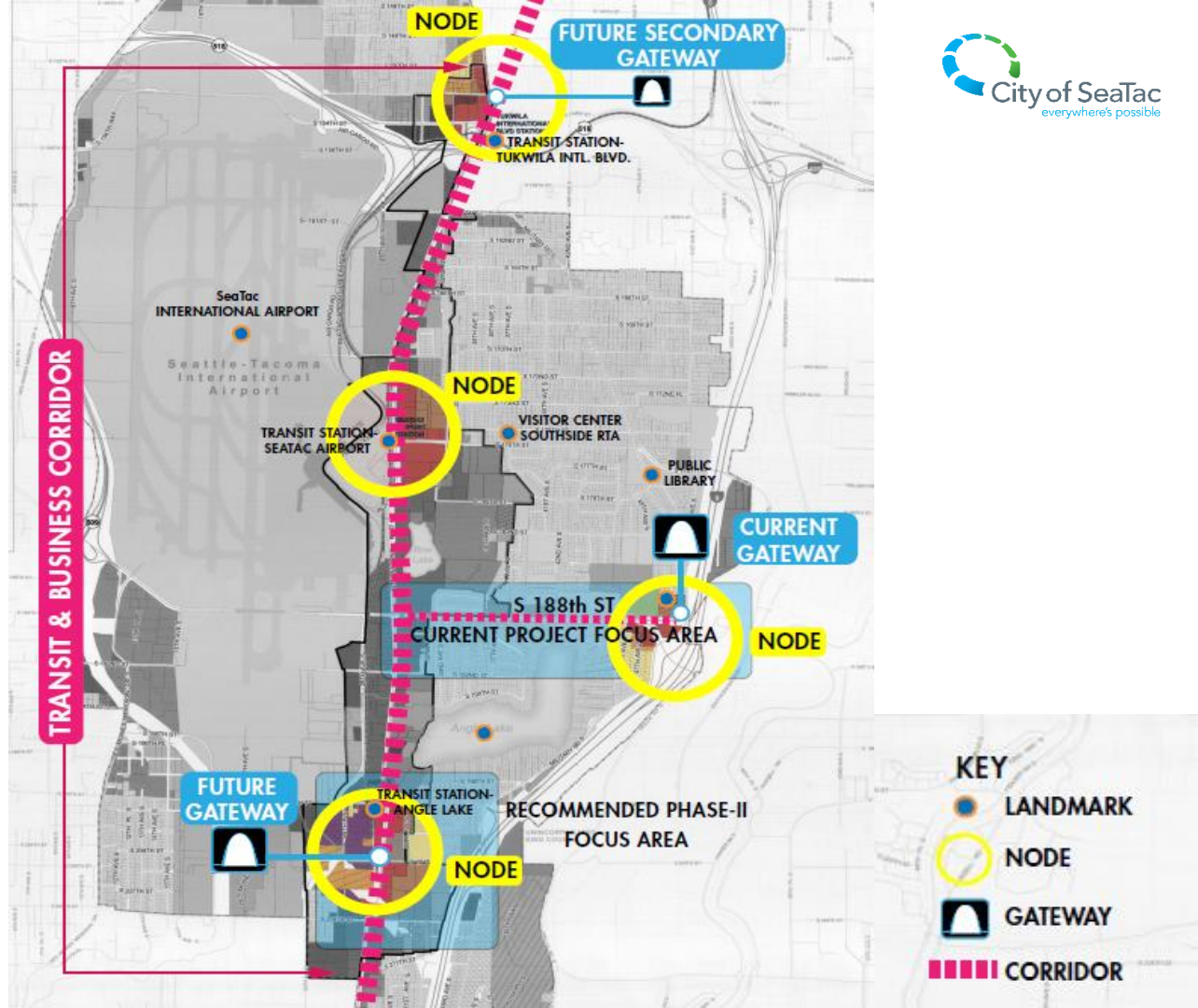
June 12, 2018
Port of Seattle Commission Meeting



FOCUS AREAS

South 188th Street

South 200th Street



THE PROBLEM

Airport bound travelers and visitors driving through residential neighborhoods in search of the airport

What happens NOW

- Exiting I-5 from both directions at **S 188th Street**
- Turn onto Military Rd and other streets
- Drive around “lost”

SOME POSSIBLE CONFUSION FROM THE I-5 N

SIGN



OBJECTIVE

NOT changing current designated airport access routes



SOLUTION

“Simple” Wayfinding Project – Practical Signage

Help travelers find their way to:

- Airport
- Hotels/Motels
- Food
- Other Visitor Services



PROPOSED SIGN DESIGNS - 1



1 SEATAC VEHICULAR WAYFINDING— SIGNAL S 188TH ST AT SB I-5 OFF RAMP
3/4" = 1'

Results

- Improved Traveler / Visitor / User - Experience
- Improved Local Residents' Experience
- Better Overall “Sense of Place”





CITY OF

Federal Way

Global

Centered on Opportunity

A Niche Marketing Campaign

YEAR 1

- **Formulated Specific Site Location Criteria based upon City's Economic Development Strategy and Targeted Industries to attract companies engaged in International trade or relations that do not need to be adjacent to maritime or airport facilities.**
- **Formulated and produced marketing materials including video production.**
- **Identified and contacted by direct mail campaign 400 companies and non-profits in the Northwest that are engaged and growing in International Trade or in International Relations.**

- **Identified and contacted by direct mail campaign over 50 R.E. Brokerage firms in Washington, specifically those with listings in Federal Way.**
- **Identification of Existing Businesses in Federal Way engaged in International Trade and Relations and Initiated Business Retention Calls on organizations such as World Vision, Tommy Bahama, Finish-based Valmet (manufacturer) and Pacific Seafood**

YEAR 2

- **Identify and contact by direct mail campaign 400 companies and non-profits in the Western U.S. specifically California that are engaged and growing in International Trade or in International Relations.**
- **Mayor/Staff and Consultant face-to-face visit with selected businesses and non-profits.**
- **Formulate and present meeting with Consulates Association of Washington to discuss opportunities.**
- **Update Website to Enhance Marketing Information on Federal Way.**

OUTCOMES

- **Recruitment/Jobs and Enhancement of Tax Base**
 - Korean Broadcasting System, Office and Operations for Washington
 - Cogent (Global Data Systems Provider)
 - London Aviation Services (Aircraft Insurance)
- **Foreign Direct Investment**
 - Hynes Development
- **Formulation of Network with Consulates Association of Washington**
- **Consistent Message on International Activity with Port (Century Agenda)**
- **Prepared for Tomorrow (Inclusiveness)**

Evergreen District



APPENDIX

Program Guidelines

- The awards are available to 38 cities in King County, based on \$1 per capita formula.
- Awards are capped at \$65,000 with a minimum of \$5,000 for small cities.
- A 50 percent local match and a resolution of support/priority from the local jurisdiction 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.

Partnership with King County Cities

Partnership Program Grant Amounts

| | | | | | |
|--------------------|-----------|------------------|-----------|----------------|-----------|
| Algona | \$ 5,000 | Federal Way | \$ 65,000 | North Bend | \$ 6,570 |
| Auburn (part) | \$ 65,000 | Hunts Point | \$ 5,000 | Pacific (part) | \$ 6,835 |
| Beaux Arts Village | \$ 5,000 | Issaquah | \$ 34,590 | Redmond | \$ 60,560 |
| Bellevue | \$ 65,000 | Kenmore | \$ 22,320 | Renton | \$ 65,000 |
| Black Diamond | \$ 5,000 | Kent | \$ 65,000 | Sammamish | \$ 61,250 |
| Bothell (part) | \$ 26,590 | Kirkland | \$ 65,000 | SeaTac | \$ 27,810 |
| Burien | \$ 50,000 | Lake Forest Park | \$ 12,940 | Shoreline | \$ 54,990 |
| Carnation | \$ 5,000 | Maple Valley | \$ 24,790 | Skykomish | \$ 5,000 |
| Clyde Hill | \$ 5,000 | Medina | \$ 5,000 | Snoqualmie | \$ 13,110 |

Timelines

- June - Program Kickoff
- August 1st – All questions from Cities submitted to POS
- July 15 – Aug 15th Applications Submitted to POS
- August - Application review POS
- September 2017 – Agreements negotiated and approved with Cities
- September 2017 to October 2018 – Project implementation
- November 2018 – Project evaluation*

*Extended to November 2018 per input from cities to harmonize w/ annual budget cycles