

Port of Seattle Economic Development Partnership Program

Building effective economic development alliances throughout King County

Economic Development Partnership Program

- Commission created this program in 2016 to support partnerships with King County cities
- The “Economic Development Partnership Program” provides cities with per capita funding to support economic development projects
- In the 2017-2018 funding cycle, approximately **\$950,000 was award to 30 cities** to support projects that create middle class jobs, generate local economic impacts, and promote region wide prosperity



Kenmore Business Incubator training session.

Cooperative Program

- King County cities receive funding to advance local economic development projects 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
- Cities contribute a 50% project match where up to 25% of Port match can be in-kind resources



City of Shoreline working with citizens to create a plan for part of the Ridgecrest Business District.



2018 Project Initiatives

1. Business Recruitment
2. Fostering Local Entrepreneurship
3. Downtown Revitalization
4. Public Art Campaign

Made possible by the Port of Seattle

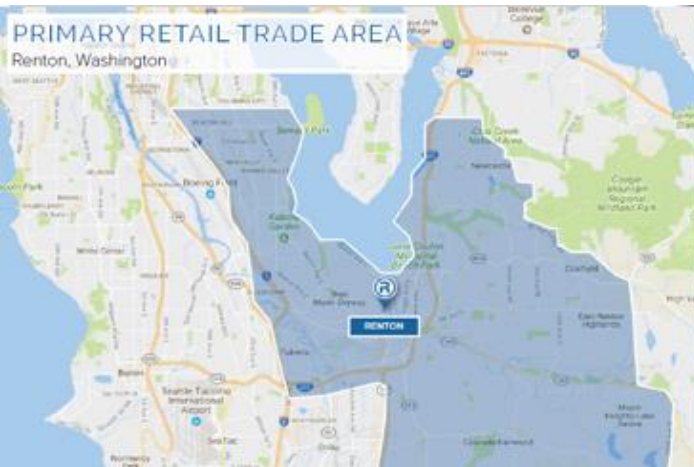
Thank you!





Recruitment and Entrepreneurship

- **Retail Attraction**
 - 53 retailers/restaurants identified for recruitment
- **Business Training – Startup425**
 - 10 workshops (out of 52 offered in 2018)
 - 6,500 users on the website (19,000 page views)
- **Work Lounge – MindShare**
 - Support for up to 75 start-ups in Renton



LOUNGE, FLEX SPACE. OR DEDICATED OFFICE
We have the right space for you AND your budget



Downtown Revitalization and Public Art

- **Business Support**
 - “Creating Stellar Storefronts” Workshops
 - Store-owner design consultations to increase sales
 - **Mini façade program (awnings, signage, lighting)**
- **Sunset Shines Campaign**
 - Utility box wraps along business corridor
 - Downtown mural program to promote community engagement/vibrancy



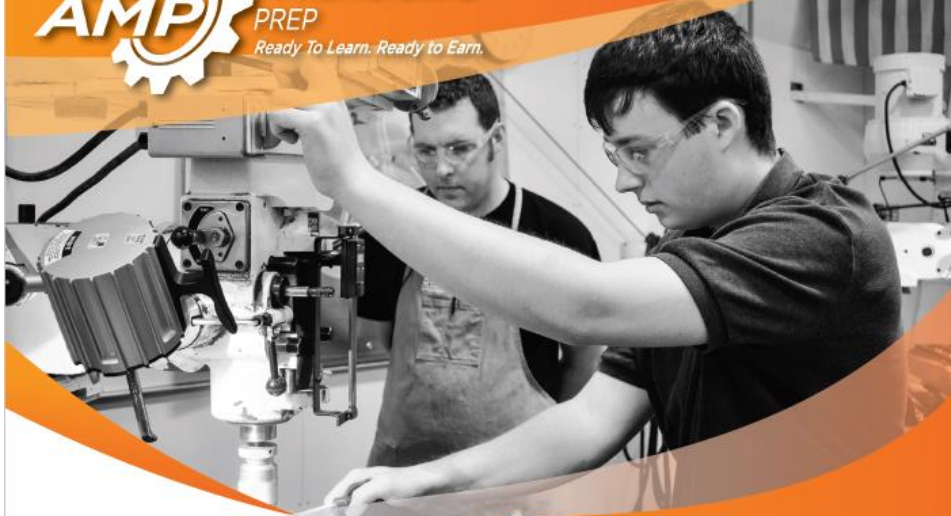


Lynne Strickland
Executive Director of Aerospace Joint Apprenticeship Committee
Opening Night of the AMP Training Center





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MANUFACTURING
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Ready To Learn. Ready to Earn.



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EMPLOYER RECEPTION

Join AJAC for our Employer Reception to kick-off the new Advanced Manufacturing Prep (AMP) Training Center in Kent, Washington! Located next to Airways Brewing, join us for beer tasting, appetizers and a tour of the new facility! If you have any questions, please contact Aaron Ferrell: 206-456-8858 or aferrell@ajactraining.org. Cheers!

December 6th
WEDNESDAY
3:00 to 7:00 p.m.

AMP Training Center:
8605 South 212th St.
Kent, WA 98031

HAPPY
HOUR



RSVP Today:
conta.cc/2ymuBS7



RETAINING TODAY'S MANUFACTURING WORKFORCE

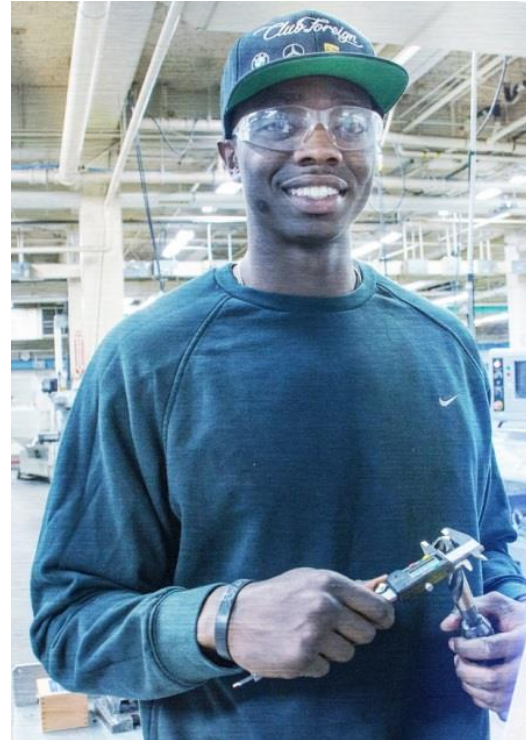
Learn about barriers today's workforce faces
and what your company can do to increase retention rates

- Creating a workplace where employees thrive
- Retention toolkit with practical solutions
- What does your industry uniquely face that causes retention issues?
- Signs you can't ignore that indicate retention issues
- How to solve personal issues before they become workplace/productivity issues
- What is your retention rate and strategy? What do you want to improve?

NO COST | CONTINENTAL BREAKFAST & COFFEE
WILL BE PROVIDED!

JULY 24TH | 7:30 a.m. - 9:00 a.m.

AMP Training Center: 8605 S. 212th St, Kent, WA 98031





Thank you.

William Ellis

Chief Economic Development Officer
City of Kent

WEllis@KentWA.gov

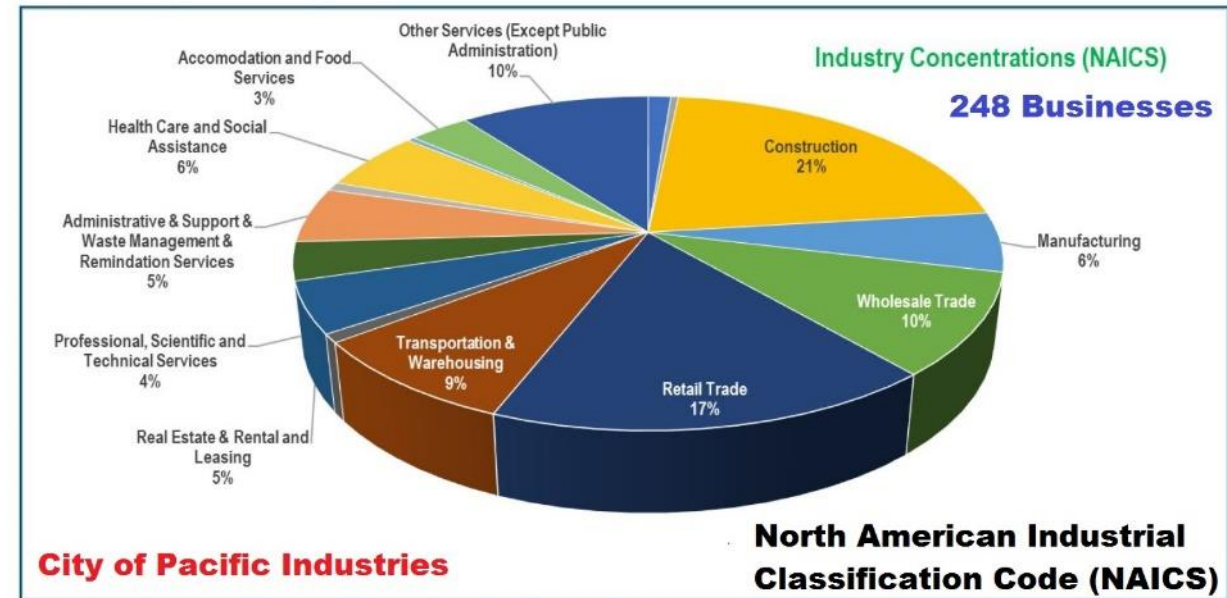
253-856-5707





Comprehensive Plan Implementation

- Pacific Comprehensive Plan
 - ED-24: Retain and support the expansion of existing businesses that offer secure, quality employment, and actively participate to enhance community values
 - ED-25: Maintain an inventory of commercial and industrial sites.
- Sumner/Pacific Manufacturing Industrial Center (MIC) Subarea Plan
 - SPMIC-1.9 Develop incentives that attract incubator businesses in established industrial lands that are affordable to entrepreneurs.





City of Pacific Economic Development Survey

*Aggregate Results from 21 Respondents

14 Business



Headquartered in Pacific

33 years



Average Length of Time in Business

15 years



Average Length of Time the Business Has Been in Pacific

17



Average Number of Full-Time Employees Among Firms Employing More Than 1 Employee

43%



Number of Businesses That Would Consider an Expansion in Pacific

60%



Number of Businesses Currently Experiencing Growth



Project Outcomes

- Will help the City retain existing businesses and encourage new businesses to move to Pacific.
- The project data will help the City reach out to businesses to determine their needs (monthly/quarterly meetings with businesses).
- The business license data will help the City paint an overall economic picture (community profile) of Pacific
- The intelligence gathered will compliment the “buildable lands” survey that will be conducted in 2019.
- The summary information will be available on the City’s updated website.

Program Evaluation Framework

Engage Stakeholders

- Port of Seattle EDP Program Staff
- Port Commissioners
- Grantees

Profile the EDP Program

- Objectives and set-up
- Comparisons with other grant programs

Gather Evidence

- Data and information collected by the Port
- Final grant reports
- Interviews with grantees

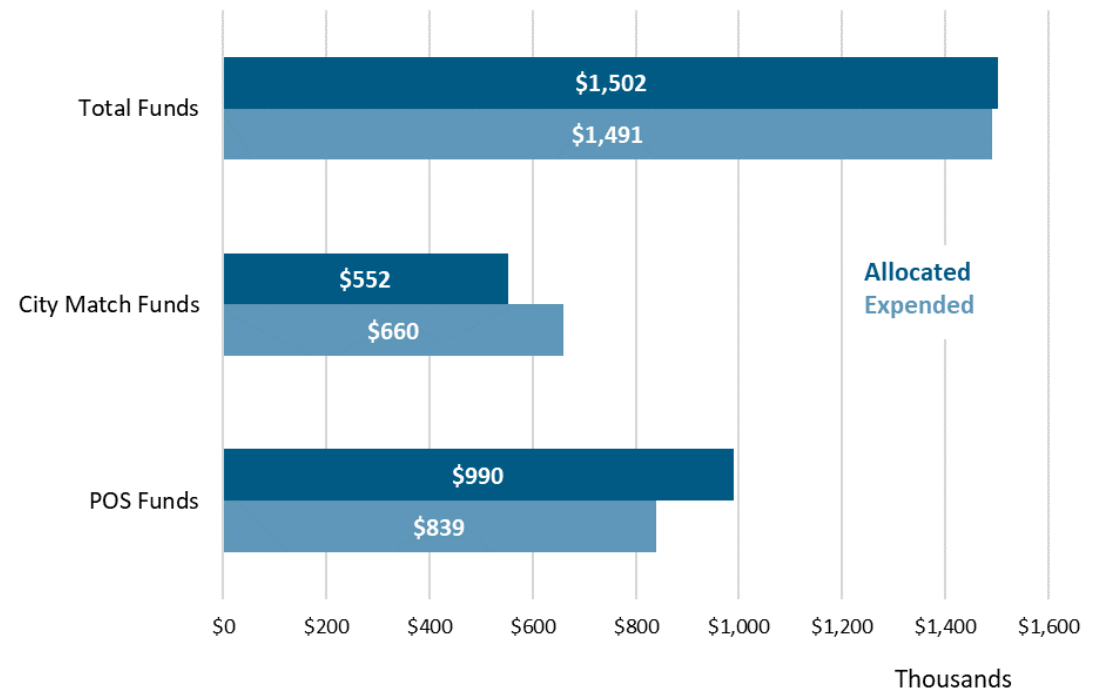
Analysis and Recommendations

- Evaluation Criteria
- Project performance
 - Project context
 - Impact on economic development (quantitative and qualitative metrics)

2017-2018 Grant Program Cycle

- Projects by category:
 - Business Assistance/Recruitment and Retention: 11 cities
 - Planning/Feasibility Studies: 7 cities
 - Marketing: 12 cities
 - Tourism/Wayfinding: 15 cities
 - Website Development/Enhancement: 3 cities
 - Workforce Development: 1 city

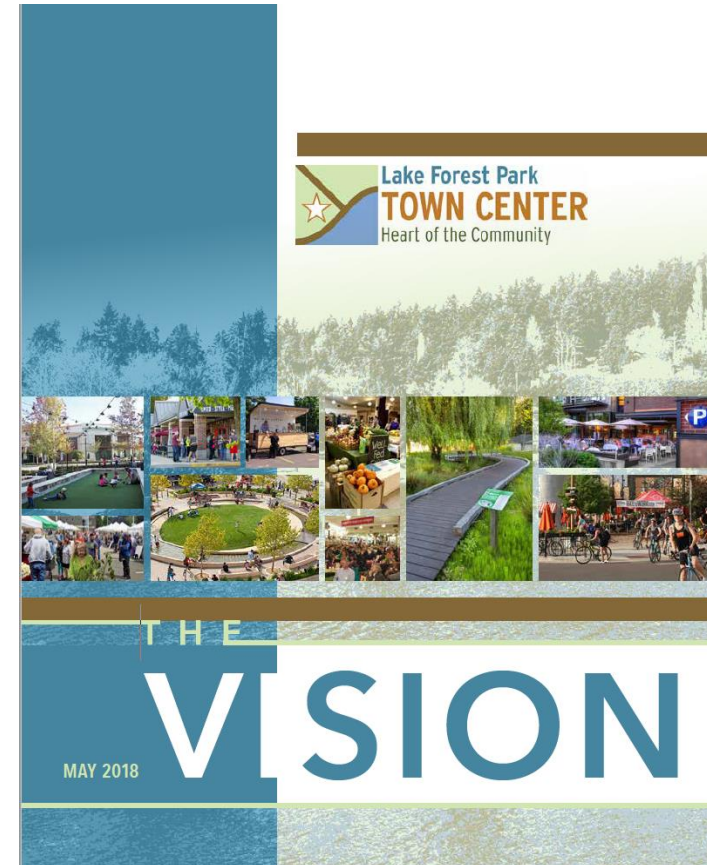
EDP Program Allocated and Expended Funds, 2017-2018



Sources: Port of Seattle, 2018; Community Attributes, 2018.

Evaluation Findings

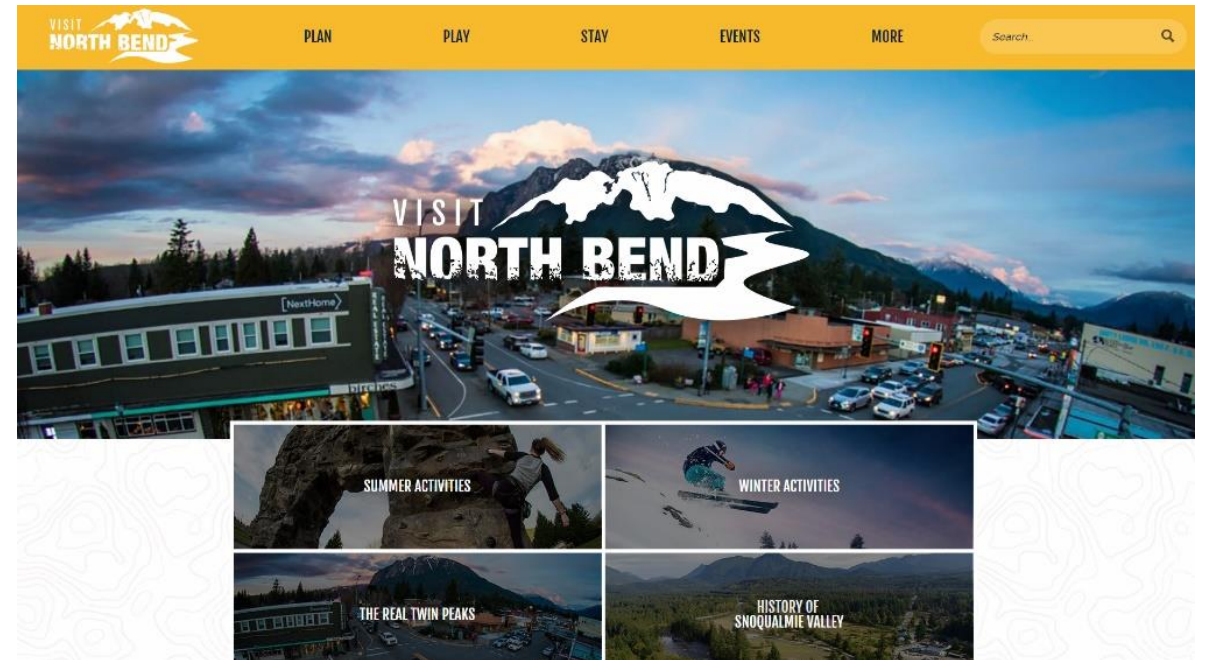
- **Benefits of EDP Program Funding**
 - ‘Seed’ money to support innovative efforts
 - Generate follow-up ideas, provide traction
 - Increase a city’s capacity
- **Projects Outcome Measurement**
 - Long-term objectives
 - Part of ongoing city planning efforts
 - Additional resources required
- **Implementation Challenges**
 - Project timeframes
 - Multiple sub-projects



City of Lake Forest Park Town Center Vision.

Evaluation Findings

- Partnerships
 - Leverage partnerships for other initiatives
 - Pooling resources
- EDP Program Process Feedback
 - Flexibility in the funding provided
 - Allowing extra time for certain projects
 - Opportunity to share ideas and collaborate with other cities
 - Increase Port exposure



City of North Bend Visitor Website: Discovernorthbend.com.

Recommendation: Provide competitive funding in addition to Core Grants

Staff Recommendation for Implementation

- Decrease maximum city per capita award amounts from \$65,000 to \$50,000
- Create a \$100,000 funding pool to support competitive grant awards for projects
 - \$10,000 maximum award
 - Prioritized for: smaller cities, regional projects, and special projects that align with Port initiatives (ex. Diversity in Contracting, Workforce Development)
 - Would add special section to current application for cities interested in competing for these extra funds

Recommendation: Provide Impact Measurement Support to Cities

Staff Recommendation for Implementation

- Work with cities to define project outcomes early in grant process that can be analyzed using economic impact analysis
 - Example: Economic impact outcomes for placemaking
- Develop a workshop covering effective economic development outcome measurement
- Conduct periodic economic impact analysis of the program as a whole

Recommendation: Vary Reporting Requirements With Grant Amounts

Staff Recommendation for Implementation

- Work to streamline grant processes for cities
- Work more closely with smaller cities throughout the grant process
- Balance ease of reporting with need for accountability
 - Some reporting is needed to meet state auditing requirements

Recommendation: Facilitate Countywide Teamwork

Staff Recommendation for Implementation

- Continue to visit participating cities during grant implementation to ensure that projects are unfolding smoothly and cities have resources for success
 - Use these visits to also identify/ discuss future initiatives
- Host quarterly meetings with participating cities to discuss economic development topics and share project updates
 - Use these meeting to support two to three economic development workshops that provide key staff and community leaders practical training
 - Bring other partners to meetings to promote collaboration (ex. Greater Seattle Partners)

APPENDIX SLIDES

2017-2018 Program Grant Award Utilized

Algona	\$ -
Auburn (part)	\$ 65,000
Beaux Arts Village	\$ -
Bellevue	\$ 49,116
Black Diamond	\$ -
Bothell (part)	\$ 26,860
Burien	\$ 50,000
Carnation	\$ 5,000*
Clyde Hill	\$ -
Covington	\$ 13,051
Des Moines	\$ 30,800
Duvall	\$ 7,425
Enumclaw (part)	\$ 11,400*

Federal Way	\$ 58,503
Hunts Point	\$ -
Issaquah	\$ 27,220
Kenmore	\$ 22,320
Kent	\$ 65,000
Kirkland	\$ 65,000
Lake Forest Park	\$ 26,000
Maple Valley	\$ 24,700
Medina	\$ -
Mercer Island	\$ 23,660*
Milton (part)	\$ -
Newcastle	\$ 11,000
Normandy Park	\$ 5,681

North Bend	\$ 6,570
Pacific (part)	\$ 6,797
Redmond	\$ 47,354
Renton	\$ 65,000
Sammamish	\$ 61,250
SeaTac	\$ 27,810*
Shoreline	\$ 36,986
Skykomish	\$ 5,000
Snoqualmie	\$ 10,000
Tukwila	\$ 13,160
Woodinville	\$ 11,570
Yarrow Point	\$ -

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.

2019 Program Timelines

- November 1, 2018 2017-2018 projects final reports dues
- December 13 Economic Partnership 2017-2018 Meeting
- January 2019 Applications Submitted to POS
- January – February Applications reviewed POS, agreements negotiated, and agreements approved with participating cities
- February – October Project implementation
- November 1 2019 EDP program projects final reports dues

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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