

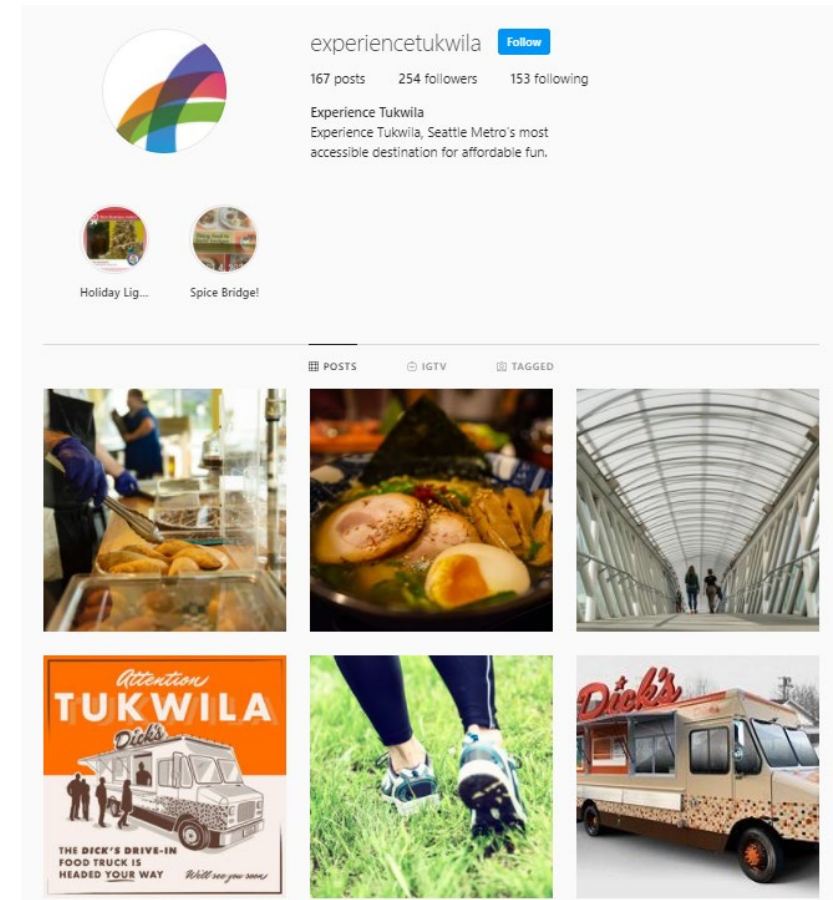
Item No.	10a_supp
Date of Meeting	February 9, 2021

# Port of Seattle Economic Development Partnership Program 2021 Authorization Request



# 2021 Authorization Request

Request Commission authorization for the Executive Director to execute contract agreements and implement the 2021 Economic Development Partnership program with King County cities in an amount not to exceed \$930,000.



Experience Tukwila Instagram

# Economic Development Partnership Program Overview

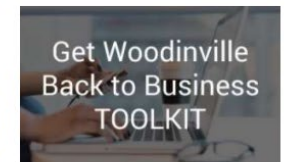
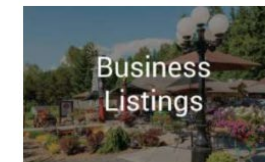
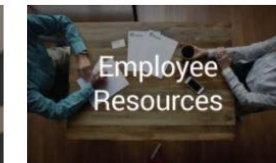
- King County cities receive funding to advance local economic development projects throughout the region
- Annual grant funding provided on a \$1 per capita formula:
  - Large cities capped at \$65,000 (now 60k)
  - Smallest cities receive a minimum of \$5,000
- Cities contribute a 50% project match where up to 25% of Port match can be in-kind resources



Green River Small Business Development Centers working with businesses in Covington (virtual advising since March)

# Prioritizing 2021 Funding on Relief and Recovery

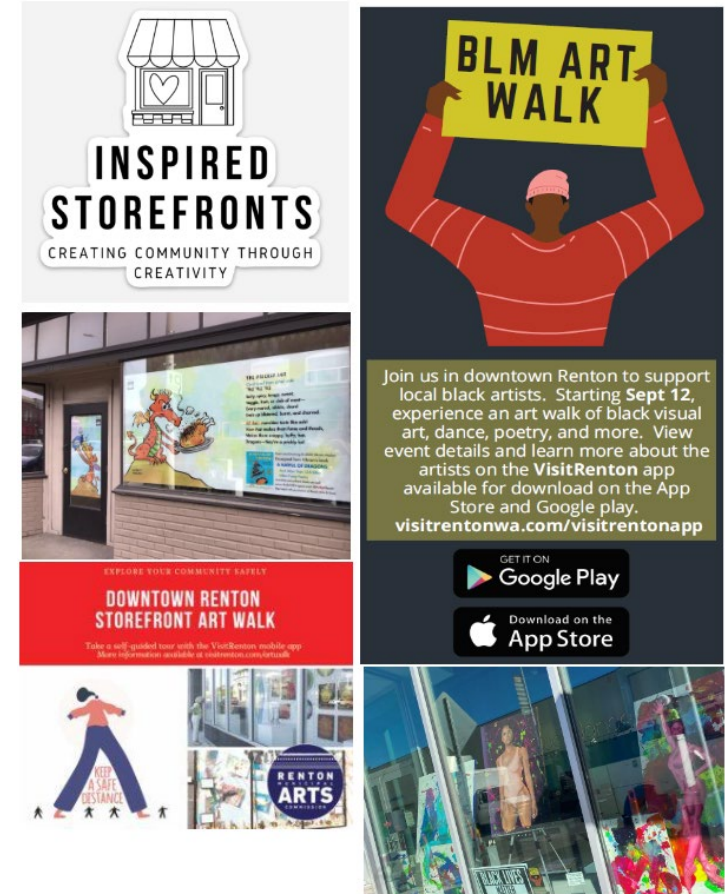
- Focus on projects that respond to COVID-19 relief and recovery
- Prioritized project categories:
  - Small business (and key industry) assistance
  - Buy local and marketplace development
  - Local tourism promotion
  - Workforce retention/ development
- Focus on supporting impacted businesses, communities, and workers



“Woodinville Strong” website with COVID-19 resources for businesses and the community

# 2020 Program Highlights

- 30 cities participated in 2020
- Port Funds Used = **\$811,000**
- City Match Funds = **\$567,500**
- Top 3 project categories:
  - Small business assistance (24 projects, \$352,609)
  - Buy local initiatives & marketplace development (14 projects, \$159,604)
  - Tourism development (14 projects, \$134,133)



Downtown Renton Storefront and Façade Improvement Program

# City Partners Advance Relief/Recovery Efforts

- Over half of cities pivoted projects to address COVID-19 in 2020 Q2
- \$352,609 in Port funds supported small business outreach and support

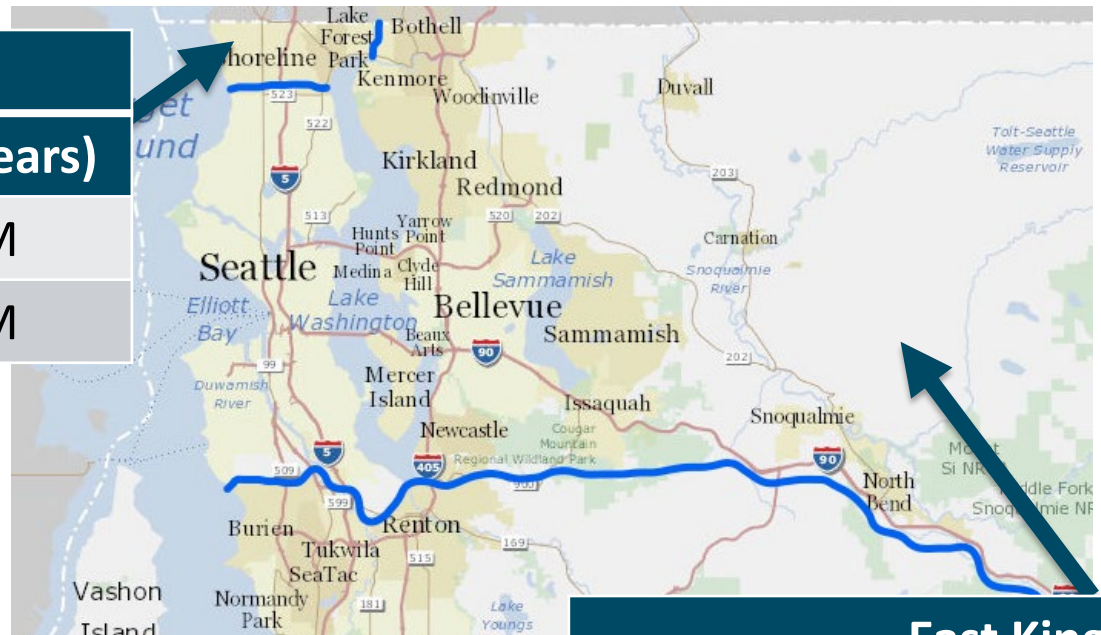
## CITY EFFORTS TO DISTRIBUTE CARES FUNDING TO IMPACTED SMALL BUSINESSES

- **29 cities** provided the Port details on efforts to provide grants/ resources to local small businesses:
  - Responded to 4,796 grant requests
  - Provided **3,446 grants** to impacted small businesses (and some nonprofits)
    - 1,248 women owned firms
    - 1,016 minority owned firms
    - 32 veteran owned firms
  - **Provided \$16,417,215 in funding** to small businesses across King County

A number of city grant partners used Port funding to help support these relief efforts

# Investments Across King County

North King County		
	2020	Total (4 years)
Port	\$0.08 M	\$0.2 M
Cities + Port	\$0.1 M	\$0.5 M



South King County		
	2020	Total (4 years)
Port	\$0.4 M	\$1.7 M
Cities + Port	\$0.7 M	\$2.9 M

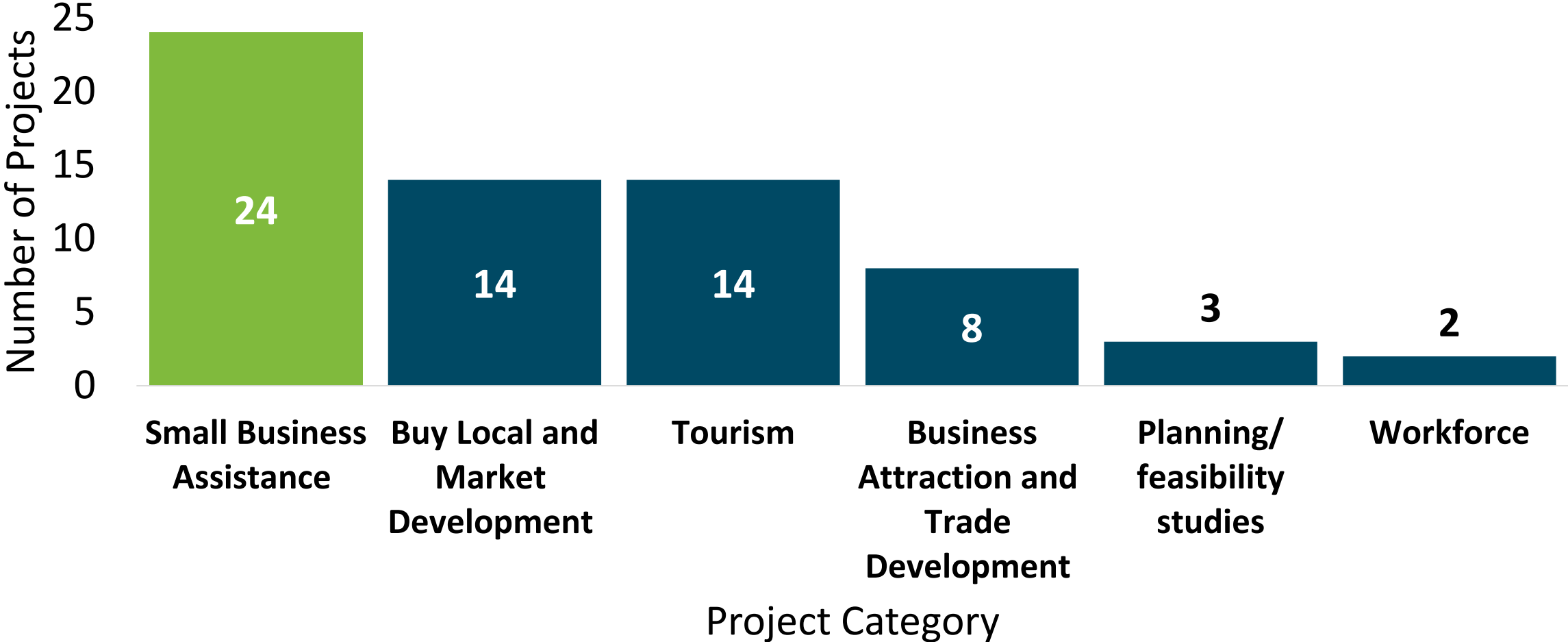
East King County		
	2020	Total (4 years)
Port	\$0.3 M	\$1.3 M
Cities + Port	\$0.5 M	\$2.1 M

**2020 = \$1.4 Million combined investment in economic development across King County**

# Appendix



# City Economic Development Projects by Type



# Algona

Grant Award: \$5,000

- Conducting a real estate study to determine how to redevelop King County's waste transfer station property, which is being transferred to the city.



# Auburn

Grant Award: \$65,000

- Maintained Auburn Incubator services and moved classes online (including COVID-19 business adaption classes.)
- Buy Local Auburn marketing campaign generated 1.3 million impressions and advertised each businesses open status.



# Bellevue

Grant Award: \$65,000

- Launched a multi-pronged buy local “Heart of Bellevue” marketing and activation campaign in partnership with Bellevue Downtown Association.
- Created the first outdoor dining program in Bellevue’s history.
- Adapted the Bellwether Arts Festival to provide an online marketplace for local artists during the holiday season.
- Participated in Startup 425, (Re)Startup425 and the Innovation Triangle.



# Black Diamond

Grant Award: \$5,000

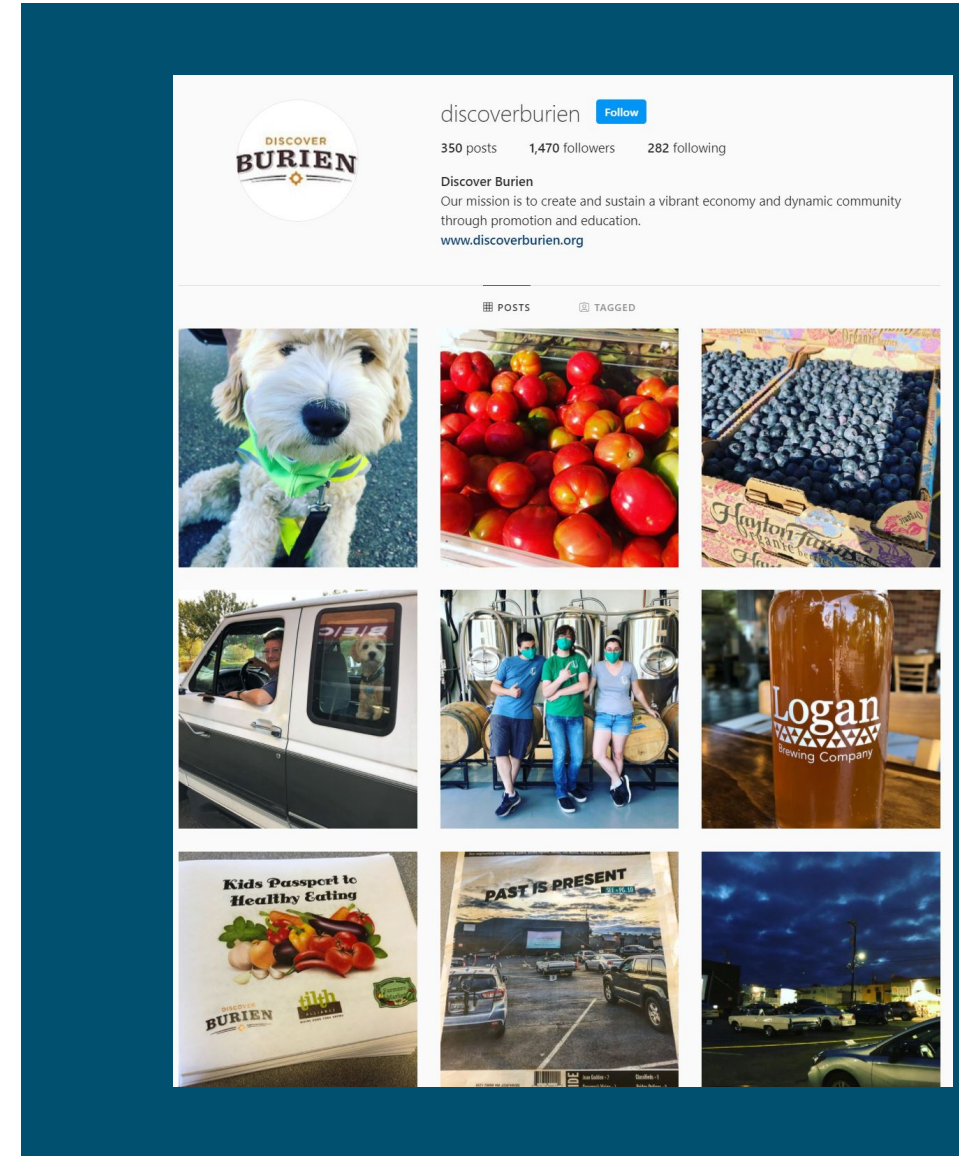
- The city received 240 survey responses, including 95% from residents and 12% from business owners, on preferred public improvements for a property in the city's historic downtown area.



# Burien

Grant Award: \$52,000

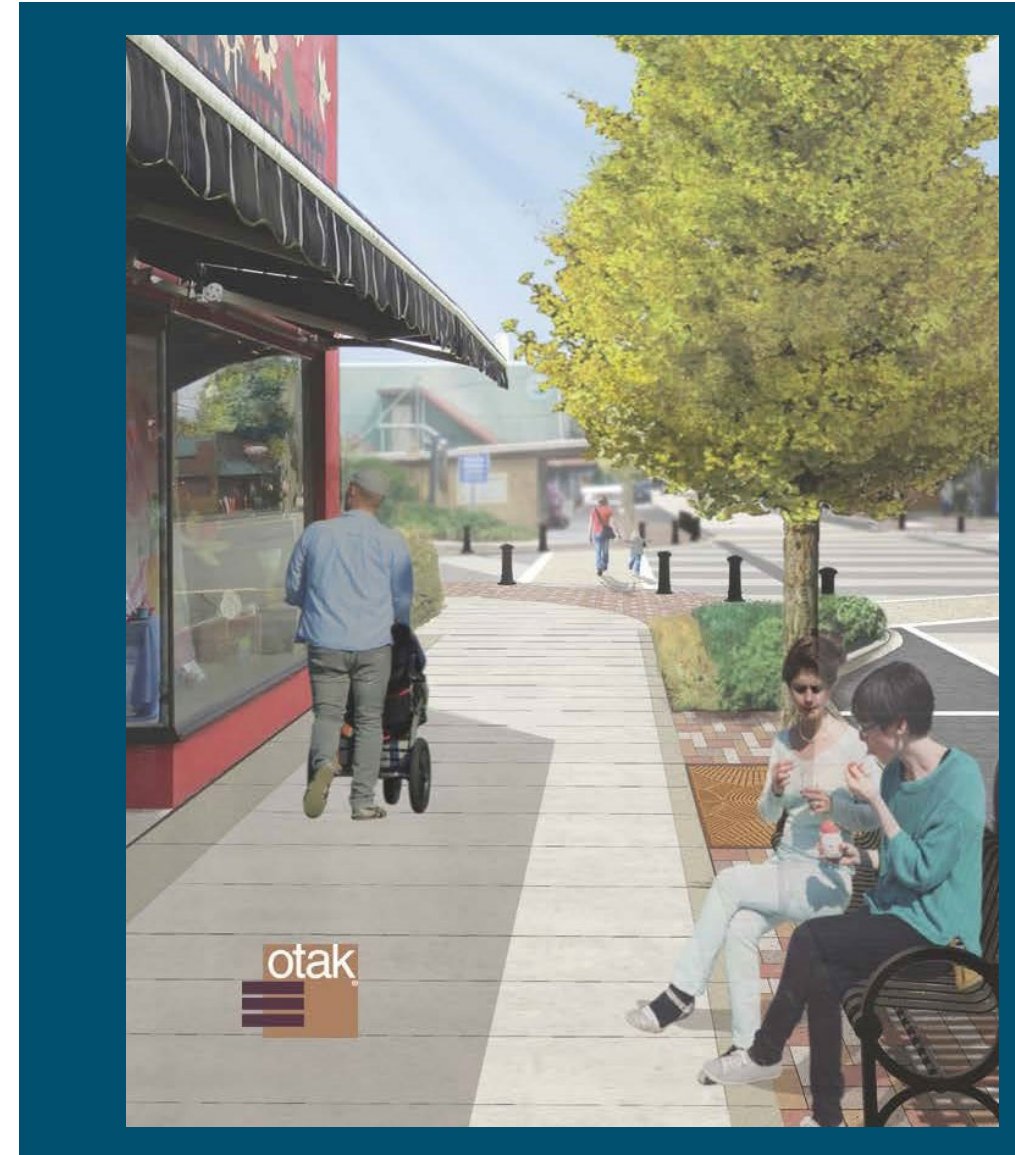
- Marketing for the Discover Burien website spurred 648,000 impressions.
- Supported business attraction through the Soundside Alliance for economic development.
- Created a plan for the Discover Burien Maker Space and Commissary Kitchen to promote food-oriented microenterprises through training, collaboration, and a shared kitchen space.
- Added art displays and streetscape improvements on 153 Street.



# Carnation

Grant Award: \$5,000

- Supported key local businesses impacted by Tolt Avenue construction project.
- Work includes connecting business owners with technical assistance and creating local "special events & promotions" to draw people to the downtown core during road construction and COVID-19.



# Covington

Grant Award: \$20,000

- The Green River Small Business Development Center counseled 12 small businesses for 28 hours and shared COVID-19 resources at the “Covington Virtual Luncheon.”
- Produced two 30-second videos and shot new professional photos highlighting downtown Covington and development opportunities.





# Des Moines

Grant Award: \$0

- Building on the first 3 Port of Seattle grants, the city is continuing to investigate financing for a public-private redevelopment partnership for the Des Moines Marina. The redevelopment proposal was delayed due to COVID-19.



# Duvall

Grant Award: \$7,840

- The Savor Snoqualmie Social Media campaign increased Facebook (1%) and Instagram (26%) followers, increased impressions of the “Perfect Pairings” and “Arts and History” social media stories
- Added new photos and videos
- Replaced signage that received multiple positive sentiments on social media



## SELF-GUIDED ART TOUR OF HISTORIC DUVALL

Duvall's quirky history of art, music, and creativity remains front and center in its downtown. This itinerary guides...

[Read On](#)

# Enumclaw

Grant Award: \$12,200

- Partnered with the Enumclaw Chamber of Commerce to contact 150 businesses and survey 100 businesses impacted by COVID-19.
- Referrals were made to the Green River College Small Business Development Center.



# Federal Way

Grant Award: \$59,295

- Prepared for 2021 NCAA Swimming and Diving Championships (athletic event) expecting over 2,000 athletes and 10,000 people.
- Created an online hospitality education and tourism training course for industry staff delivered to 400 businesses.
- Developed the concept for a Consulate Week to promote international trade and a written report on how to finance \$1 million in capital improvements at Celebration Park.



# Issaquah

Grant Award: \$37,589

- Launched a marketing and business outreach campaign with local banners, 29 newsletters going to 3,796 subscribers (25 – 55% open rate) and 200 surveyed businesses focused on promoting local shopping.
- Hosted 88 businesses at the Regional Business Summit to discuss regional COVID-19 issues.
- The Chamber of Commerce created five data modules and a tax toolkit for small businesses.
- The "Great Careers" career fair was postponed, and funds were used to develop digital tools for future fairs. The event connects students to living-wage jobs that do not require a 4-year degree.
- Participated in the Startup425 and Re-Startup 425 regional partnerships.



# Kenmore

Grant Award: \$21,242

- 8 businesses and 2 non-profit organizations completed the Kenmore Business Accelerator focused on navigating the current business climate.
- Updated aerial and community stock photos for economic development marketing.



# Kent

Grant Award: \$65,000

- AJAC trained 10 workers (6 identified as women and 7 identified as individuals of color) on skills helping them move to jobs paying on average \$18 an hour.
- 34 jobseekers receive tuition-free, pre-apprenticeship training and 17 front-line workers receive COVID-19 safety training.
- Establish an online portal for employers to easily apply for available wage reimbursement resources.

**KENT VALLEY**  
ECONOMIC DEVELOPMENT

HOME WHY KENT VALLEY BUSINESS DIRECTORY REAL ESTATE RESOURCES Q

Kent Valley is a global aerospace and advanced manufacturing hub in the heart of the Seattle Metro Area.

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**10,000+ businesses**  
including The Boeing Company's Integrated Defense Systems, Blue Origin, Flow International Corporation, Hexcel, and Spaceflight Industries.  
[VIEW BUSINESS DIRECTORY >](#)

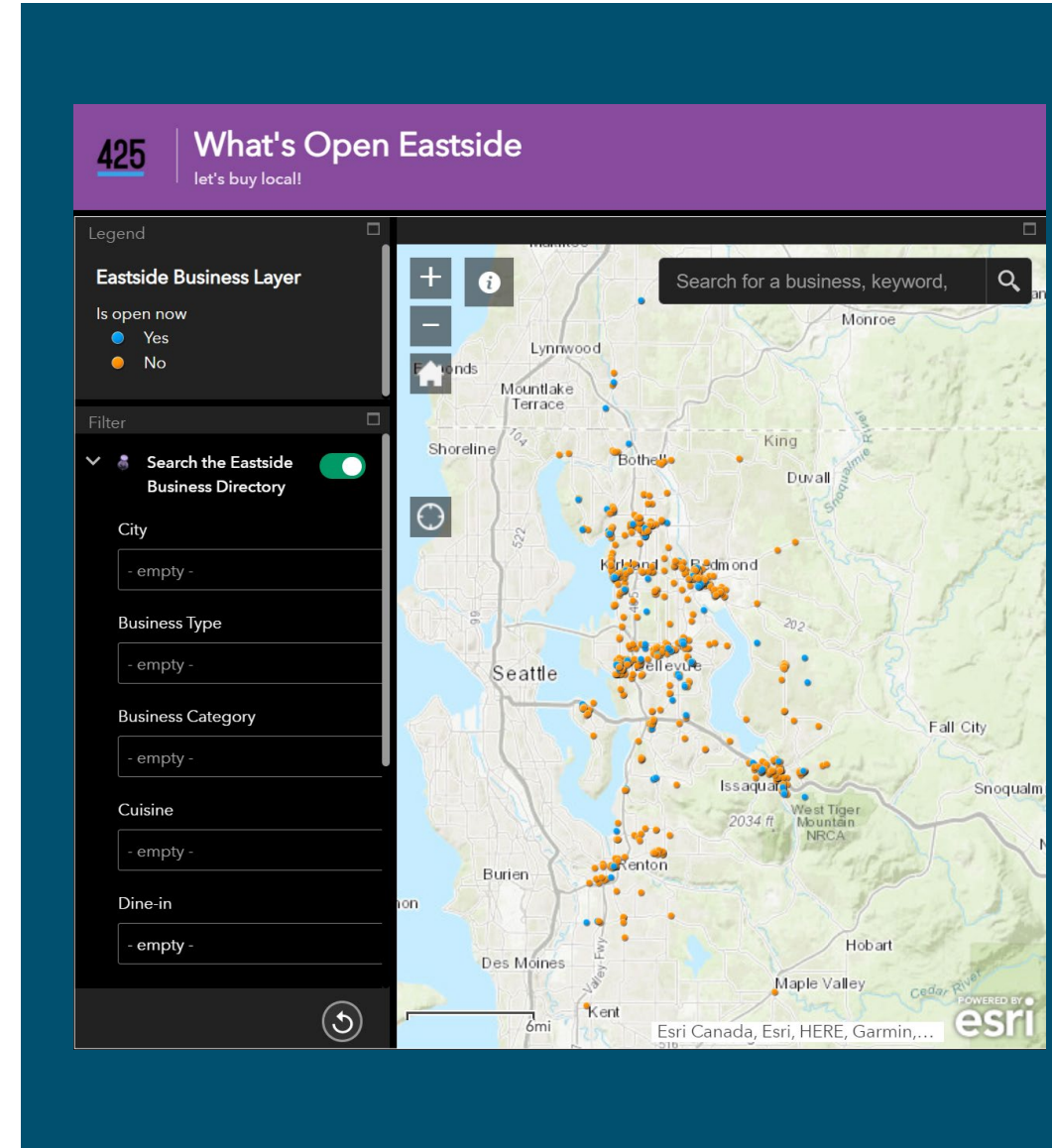
**252,000 employees**  
Kent Valley is a booming jobs destination with a strong, specialized workforce in manufacturing and technology roles.  
[FIND OUT WHY >](#)

**\$6.7 billion in revenue**  
generated from a diversified industrial portfolio. Kent Valley has the expertise and services to grow your company.  
[LEARN MORE >](#)

# Kirkland

Grant Award: \$65,000

- (Re)Startup 425 and Startup 425
  - Launched a web portal for COVID-19 resources for East King County.
  - Launched Startup 425 Innovation Lab accelerator with 12 businesses participating
  - Conducted 12+ Startup 425 workshops online with hundreds of participants, plus additional webinars on specific topics (like federal financial relief and retailing.)
- Participated in the Innovation Triangle

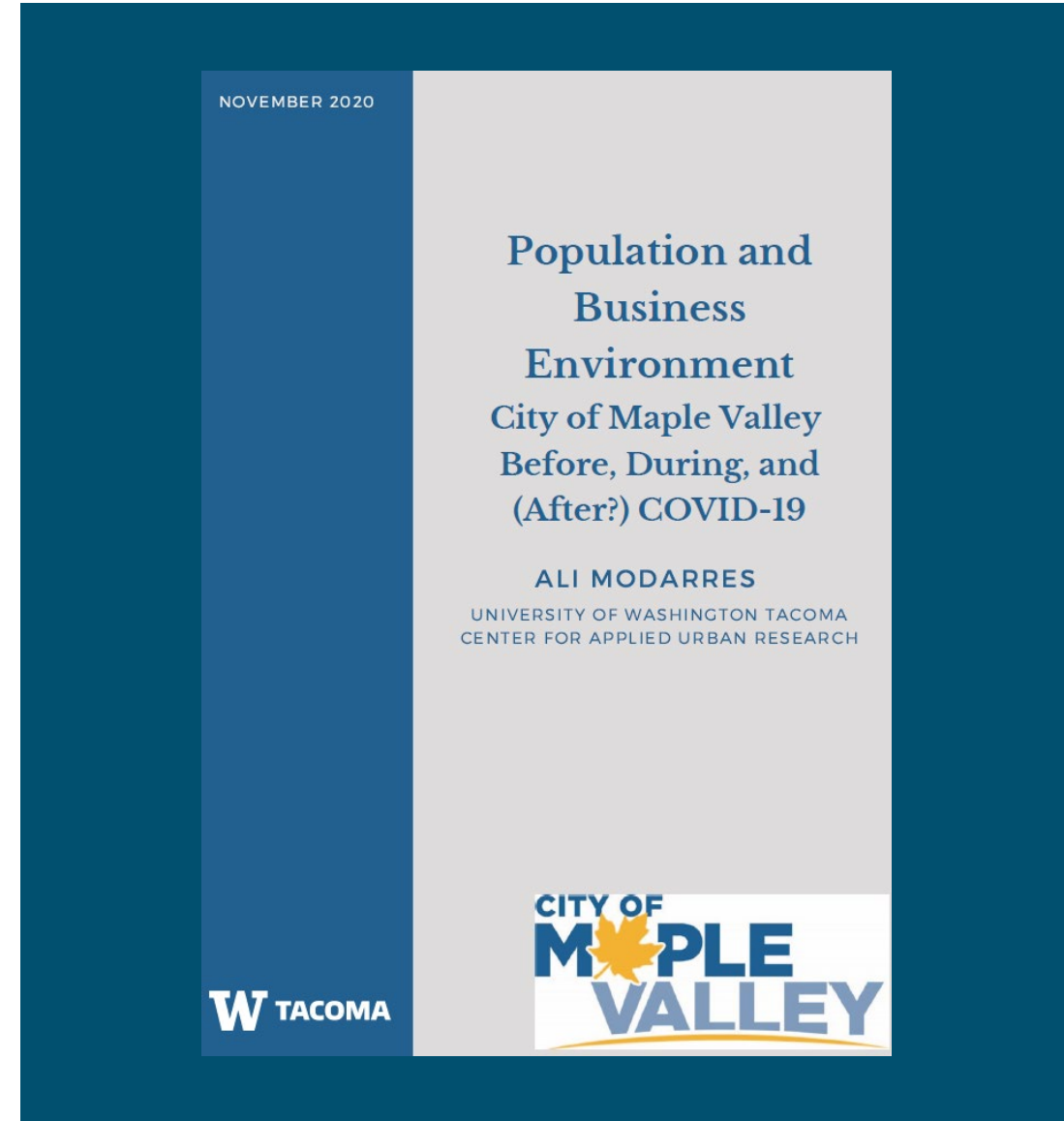




# Maple Valley

Grant Award: \$26,180

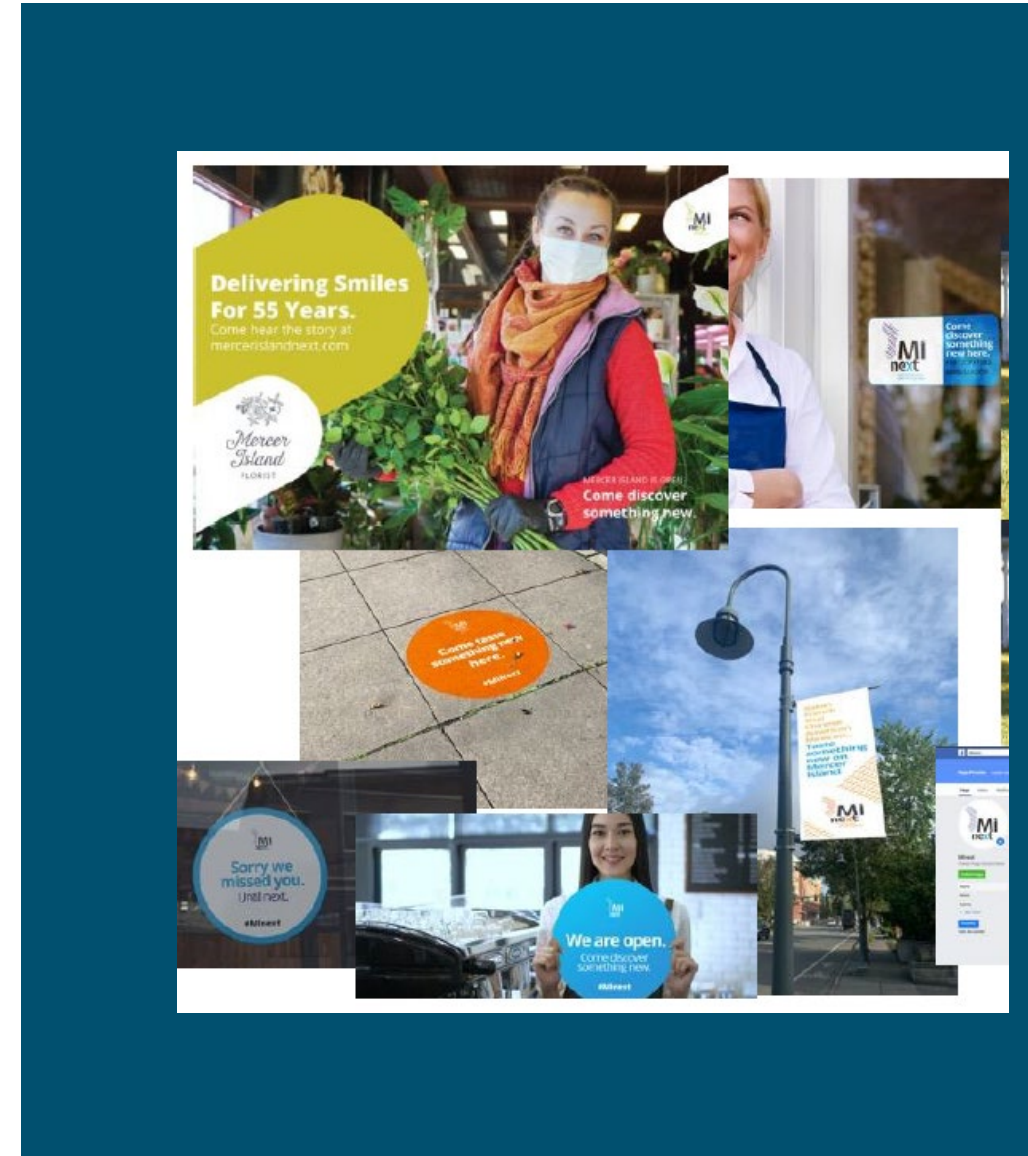
- Surveyed 173 businesses and 208 residents on COVID-19 needs and employment data.
- Marketed the city as an outdoor destination in Outdoor Northwest and Visit Seattle.



# Mercer Island

Grant Award: \$24,470

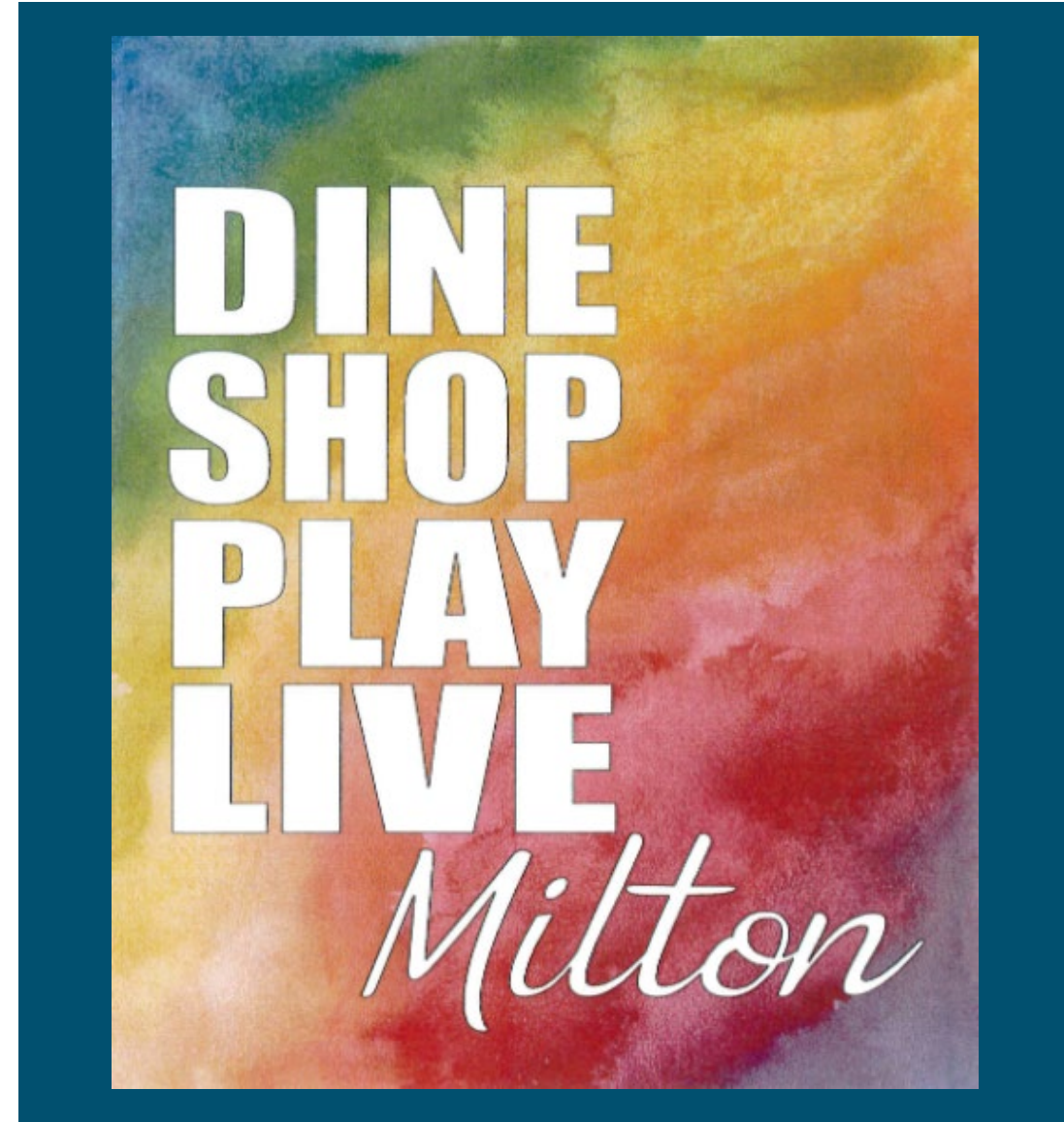
- Surveyed 269 businesses (mail and email) and updated contact information for 109 businesses.
- Contact list was used to send 3 emails to about 950 businesses (41% open rate) about COVID-19 resources and grant information.
- Started a buy local program with 18 businesses participating and 52 social media followers.



# Milton

Grant Award: \$5,000

- Installed street banners to delineate and promoting Milton's main commercial corridor.



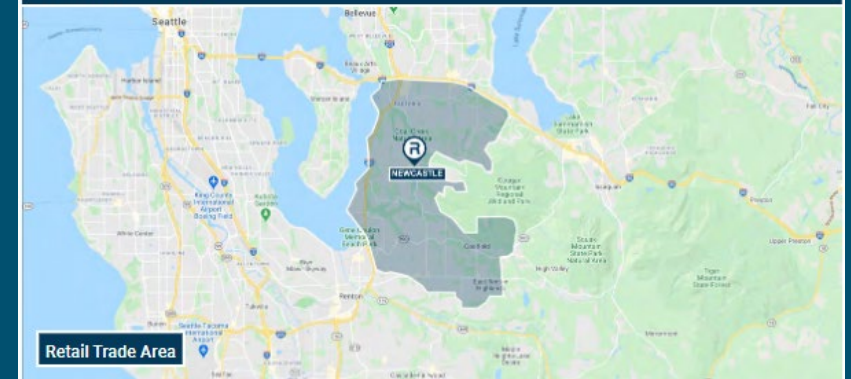
# Newcastle

Grant Award: \$12,450

- Conducted a detailed retail market analysis to identify retail and service businesses that could be attracted to the city.
- The market research can also be used by existing businesses for picking products and marketing to customers.

## Retail Market Profile

Newcastle, Washington



Population		Age	
2010	86,909	0 - 9 Years	12.46%
2020	102,203	10 - 17 Years	9.86%
2025	109,747	18 - 24 Years	8.04%
<b>Educational Attainment (%)</b>		25 - 34 Years	14.12%
Graduate or Professional Degree	22.4%	35 - 44 Years	13.47%
Bachelors Degree	32.2%	45 - 54 Years	14.37%
Associate Degree	7.2%	55 - 64 Years	13.41%
Some College	16.5%	65 and Older	14.28%
High School Graduate (GED)	16.0%	Median Age	39.11
Some High School, No Degree	2.5%	Average Age	39.16
Less than 9th Grade	3.3%	<b>Race Distribution (%)</b>	
<b>Income</b>		White	51.38%
Average HH	\$167,239	Black/African American	4.20%
Median HH	\$122,395	American Indian/Alaskan	0.44%
Per Capita	\$61,309	Asian	32.92%
		Native Hawaiian/Islander	0.43%
		Other Race	4.93%
		Two or More Races	5.70%
		Hispanic	10.60%



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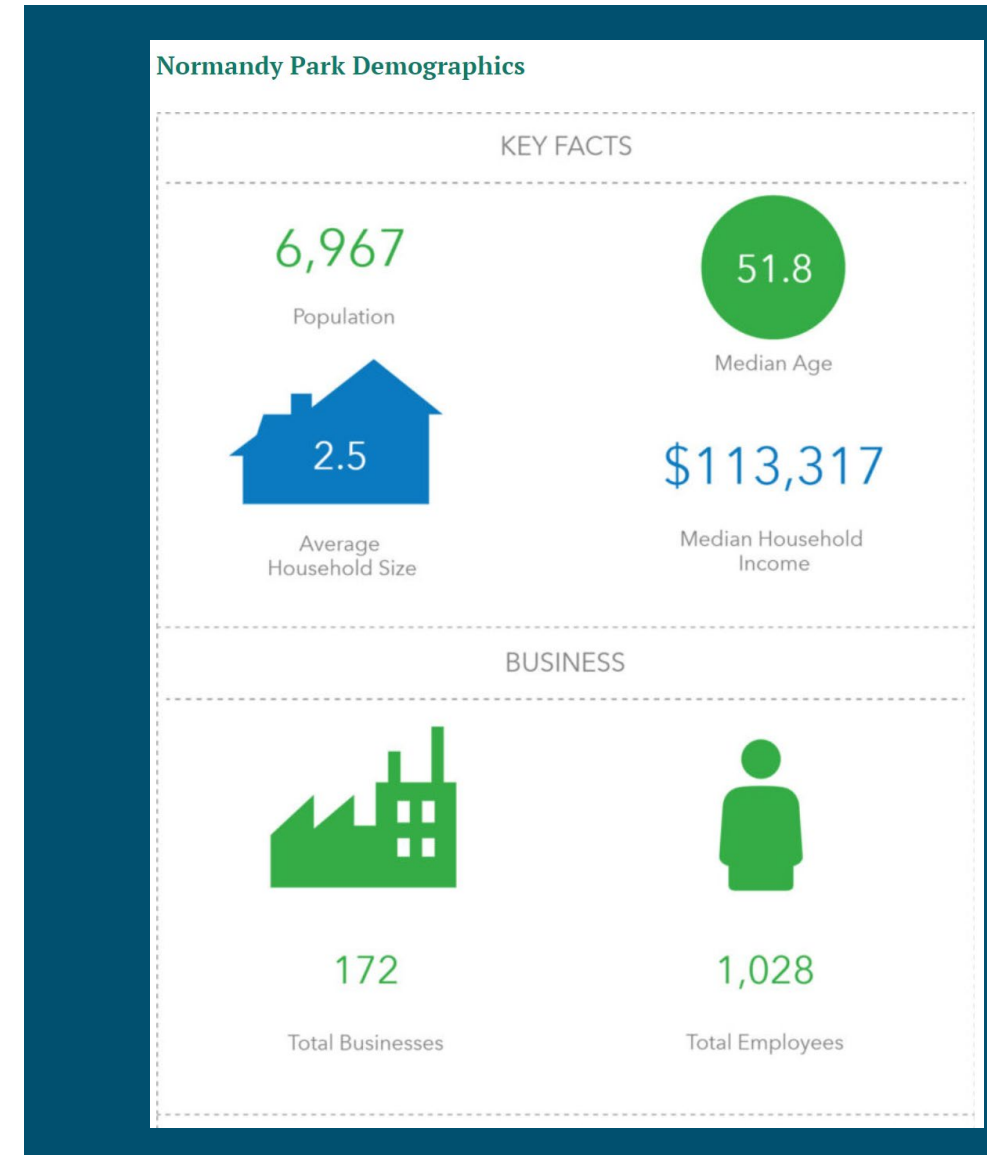
 TheRetailCoach.

PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

# Normandy Park

Grant Award: \$6,610

- Updated the city's economic development website with 2 ecotourism videos and data from the current comprehensive plan.
- Produced an "ecotourism marketing video" to use on the city's website and in marketing programs.



# North Bend

Grant Award: \$6,965

- Worked with the North Bend Downtown Foundation to create and restore wayfinding signage.
- Added 16 seasonal beautification and community event hanging light pole banners to better direct tourist toward Downtown North Bend.



# Pacific

Grant Award: \$6,875

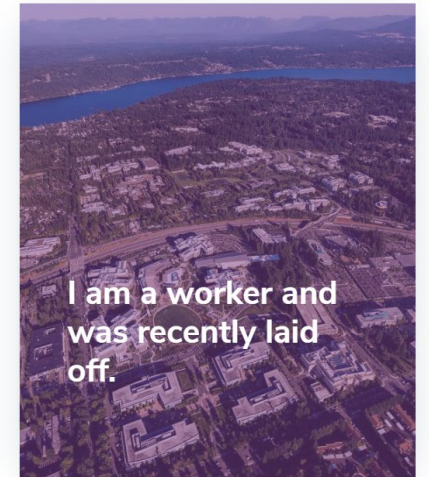
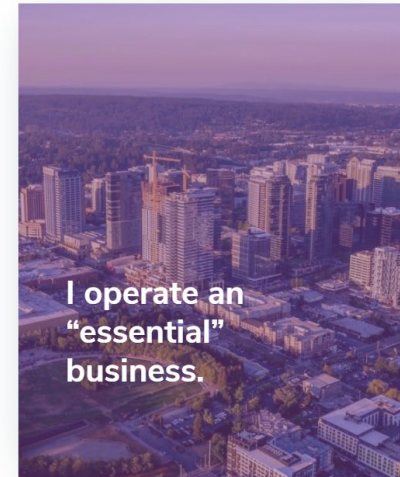
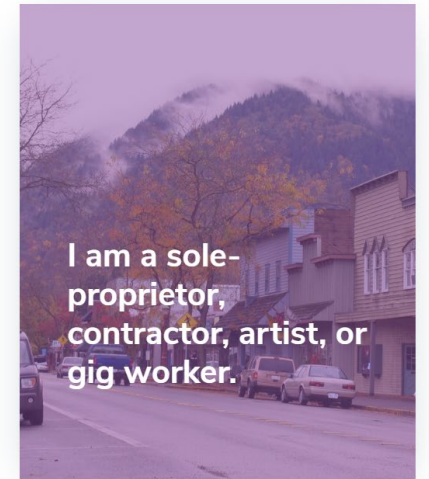
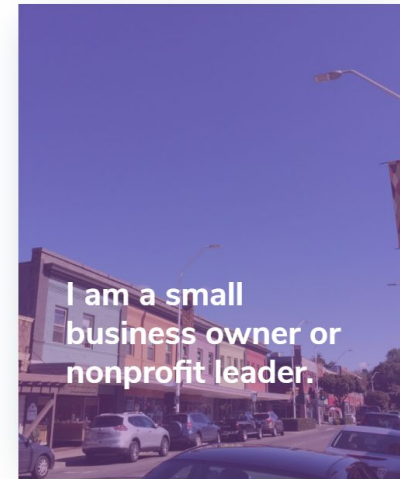
- Partnered with a local chamber of commerce to develop and administer a survey to 43 businesses.
- The survey showed that 57% had applied for federal pandemic aid and 50% had “resorted to temporary layoffs.”



# Redmond

Grant Award: \$63,774

- Surveyed 75 businesses, participated in the Eastside Recovery Hub, and assisted 60 companies with support resources.
- Contacted 93 businesses during 4 business walks and developed a podcast with updates on the project.
- Created an economic baseline report and regional profile.
- Participated in the Startup425, Re-Startup 425, and the Innovation Triangle regional partnerships.





# Renton

Grant Award: \$65,000

- Launched a tourism marketing campaign reaching 45,000+ people across five different social media channels and growing 27.9 percent over a year.
- Mix of programs supporting downtown retail area with 65 percent of downtown businesses participating.
- Hosted COVID-19 retail best practices event with 6 individual store-front consultations. Participated in Startup425 and hosted entrepreneurial support for 118 registrants in 3 webinars.



# SeaTac

Grant Award: \$6,555

- Conducted outreach and business support to 208 businesses, including 55 restaurants and 38 hotels. Survey results were collected from 300 businesses.
- Updated the SeaTac city economic development website with relevant information for businesses about COVID-19 and resources for economic recovery.



# Shoreline

Grant Award: \$56,198

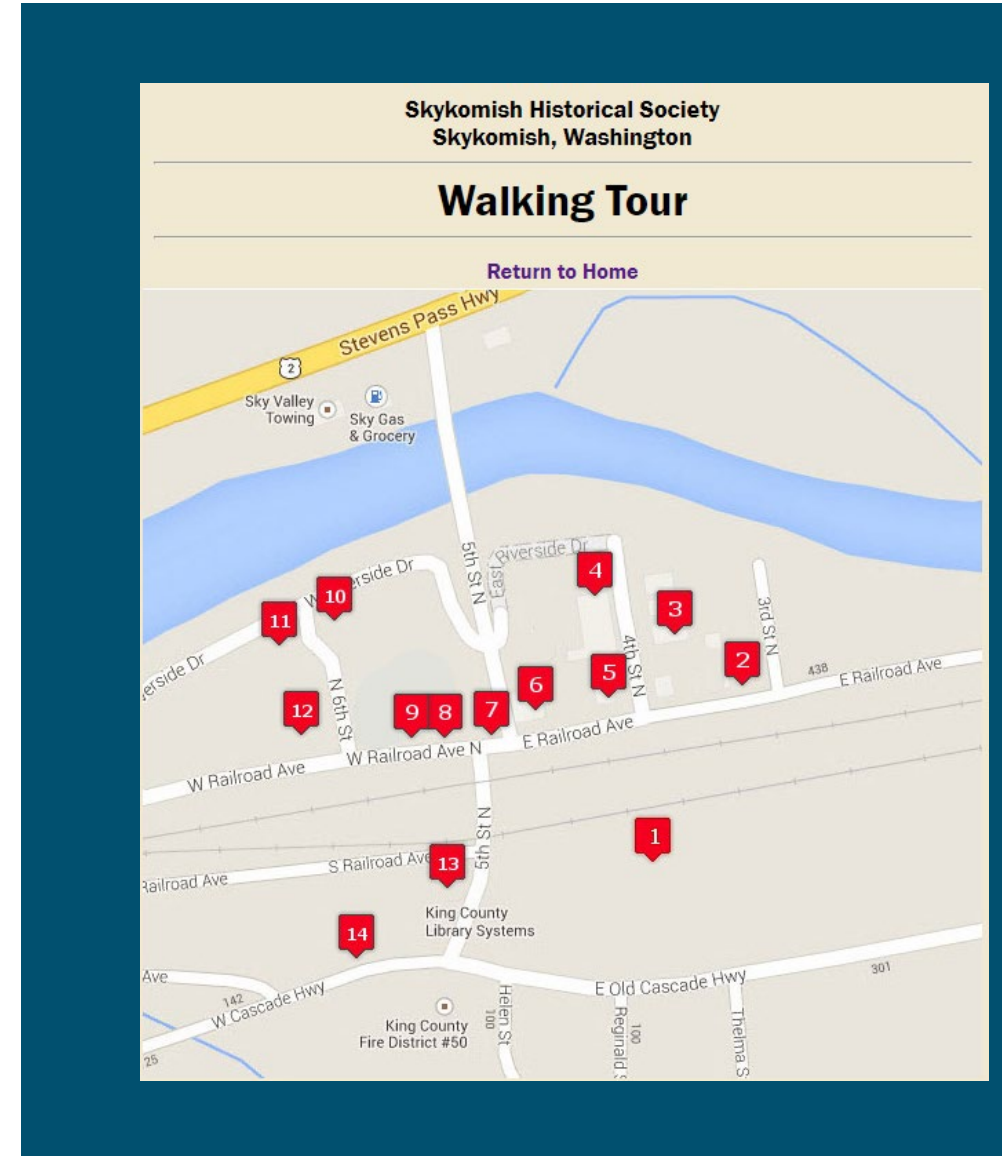
- Created 4 sold-out drive-in arts experiences showcasing 15 local films that received 5 earned media placements and created paid opportunities for filmmakers and local vendors.
- Helped the Farmers Market adapt to COVID-19 to run 17 market days and increased the average shopper spending per visit.
- Hosted second Music Summit and 2 events for small businesses on arts monetization strategies.
- Promoted a neighborhood commercial center through participation in Refract 2020: The Seattle Glass Experience with local artist demonstrations.



# Skykomish

Grant Award: \$5,000

- Created a digital walking tour of Skykomish working collaboratively with the Skykomish Chamber of Commerce, the Skykomish Historical Society, and the U.S. Forest Service.
- The tour will be marketed with QR codes at points of interest, physical signage and marketing collateral, search engine optimization, and social media.



# Snoqualmie

Grant Award: \$8,000

- Promoted the "Seasons in Snoqualmie" brand to encourage visitation to Snoqualmie year-round.
- Contracted with Savor Snoqualmie Valley to grow Instagram content and run the "Unexpected Pairings" marketing campaign to raise the visibility of unique activities in and around the City of Snoqualmie.



# Tukwila

Grant Award: \$20,930

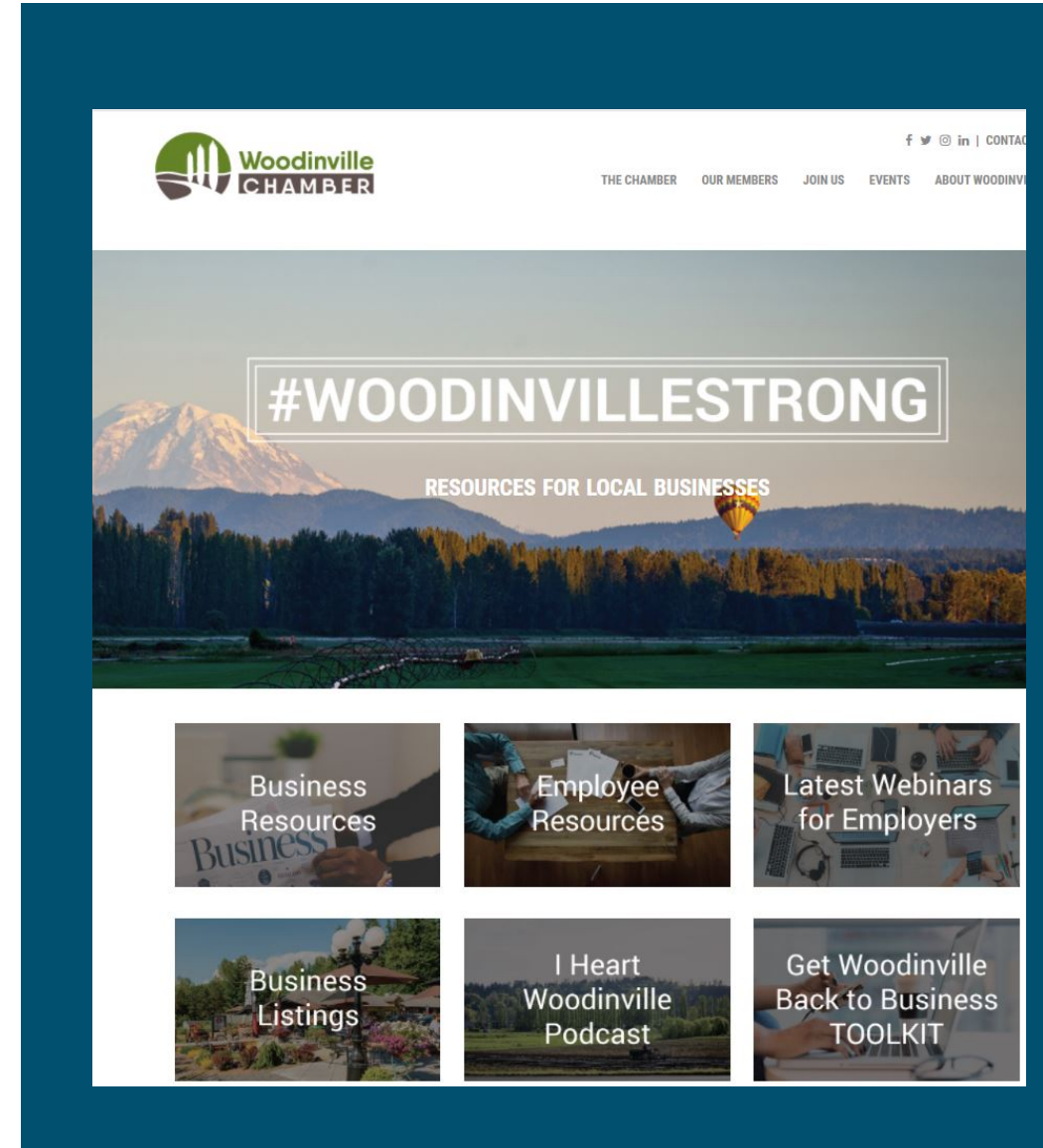
- Created a digital media program for tourism by creating new content shared through a new website, email newsletter, and social media.
- Contracted with the Seattle Southside Chamber of Commerce to contact 600 businesses, provide technical assistance to 10 businesses, and conduct 890 referrals.
- Maintained the business recruitment campaign for aerospace and manufacturing companies across the Kent Valley in partnership with Kent and Auburn. The site revived 1,402 unique visits in the first three quarters of 2021.



# Woodinville

Grant Award: \$11,779

- Partnered with Woodinville Chamber of Commerce to create, maintain, and market a COVID-19 business recovery resource micro-site that received 1,000 visits.
- Contacted 800 businesses to share resources on managing COVID-19.
- Improved placemaking and neighborhood identification through updated neighborhood banners and the development of a digital visitor map in partnership with the Woodinville Wine Country.



Thank you