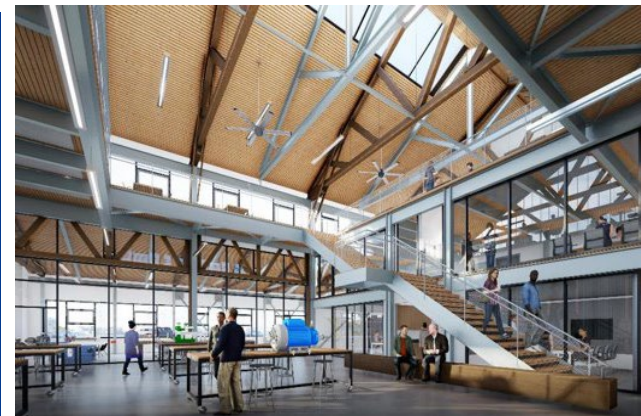




### TOURISM RECOVERY TRACKER

- ✓ INTERNATIONAL TOURIST ARRIVALS
- ✓ SEAT CAPACITY
- ✓ ACTUAL AIR RESERVATIONS
- ✓ OCCUPANCY RATES
- ✓ HOTEL SEARCHES
- ✓ HOTEL BOOKINGS
- ✓ SHORT TERM RENTALS
- ✓ COVID-19 CASES

UNWTO  
World Tourism Organization



# Connect to Recovery

*Regional Partnerships and Port Investments Rebuild Economy*



# Agenda

1. Introductory Remarks
  - Port Recovery Initiatives
2. Greater Seattle Partners Regional Recovery Plan
3. Seattle King County Regional Workforce Development Plan
4. Washington Tourism Alliance Tourism Recovery Initiatives
5. Port Recovery Initiatives and Planning for 2022

**Time planned for Q&A after each presentation**







Capital Projects

\$3.7 Billion Capital Plan  
2021-2025

Maritime Int'l Trade:

**\$16.3 Billion**

in total economic activity\*

SEA Airport:

**\$22.5 Billion**

in total economic activity

All Port Activities

**121,200**

Area Jobs

*\* In partnership with the Northwest Seaport Alliance*



# COVID-19 Impacted All Lines of Business

SEA Airport



**61 percent decline\***

NW Seaport Alliance



**12 percent decline\***

Cruise



**100 percent decline\***

\*2020 vs 2019

# Port Provides Connections to Equitable Economic Recovery

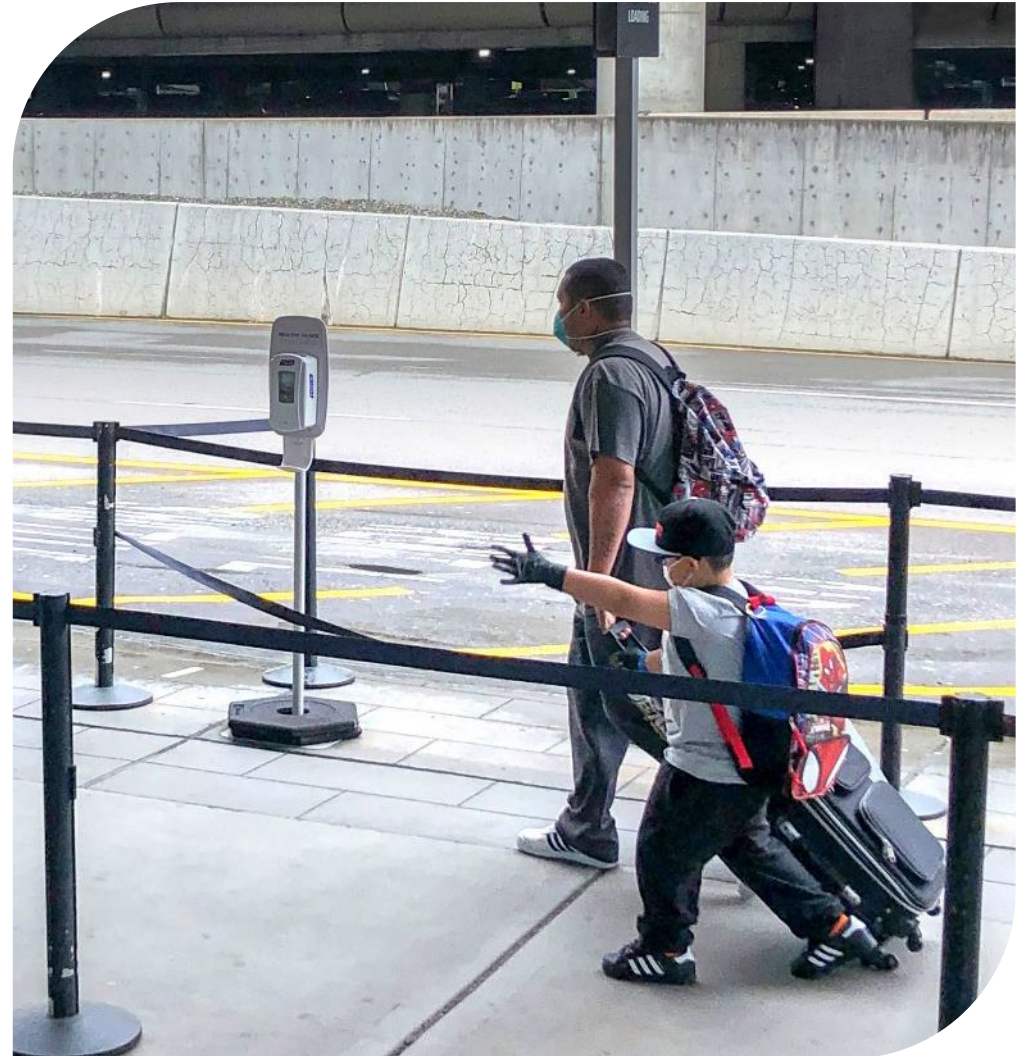
- 1. Operate Trade/Travel Gateways (SEA, Maritime, Cruise)**
- 2. Capital program investments**
- 3. Economic Development Partnerships**
  - Tourism
  - Workforce Development
  - Small Business Development
  - Sustainability and Environment
  - Arts
  - Regional Alliances



# Equity Framework for Recovery

Core principles for economic recovery actions complement the Commission's directives on COVID-19 response:

- Integrate Values of Equity and Inclusion
- Prioritize the Most Vulnerable
- Mitigate Economic Loss
- Ensure Language and Cultural Competence
- Support Community-based Organizations



# Thank You for Joining Us

- **Brian McGowan**, President/CEO, Greater Seattle Partners
- **Ryan Donahue**, Nonresident Fellow – Brookings Institute

[Greater Seattle Partners](#) is a public-private economic development corporation working to ensure that every person in the region has an opportunity to prosper.

- **Marie Kurose**, President/CEO, Workforce Development Council of Seattle King County

The [Workforce Development Council](#) is a nonprofit, grant-making organization dedicated to creating career pathways for adults and youth through demand-driven workforce and training programs.

- **David Blandford**, Executive Director, Washington Tourism Alliance

The sole purpose of the [Washington Tourism Alliance](#) is marketing Washington to tourists. In order to accomplish this, the activities of the Corporation will include, but not be limited to advocating, promoting, developing and sustaining destination tourism marketing for **Washington** State.



An aerial photograph of a port area, likely Seattle, showing a large marina filled with numerous fishing boats and other vessels. The port is surrounded by industrial buildings, a railway line, and a city skyline in the distance. The text "Port Recovery Initiatives and Planning for 2022" is overlaid in white on the image.

# Port Recovery Initiatives and Planning for 2022



# Port Provides Connections to Equitable Economic Recovery

- 1. Operate Trade/Travel Gateways (SEA, Maritime, Cruise)**
- 2. Capital program investments**
- 3. Economic Development Partnerships**
  - Tourism
  - Workforce Development
  - Small Business Development
  - Sustainability and Environment
  - Arts
  - Regional Alliances

## EQUITY PRINCIPLES FOR RECOVERY

- Centering anti-racist practices and policies
- Centering the needs of those who are most impacted
- Ensuring language and cultural competence
- Supporting Community-based Organizations based in communities most impacted
- Direct resources to support the most impacted

# Recovery Initiatives/Plan: Proposed Timelines

## February

- Finalize Recovery Initiatives/Plan
- Finalize Comms Plan
- Finalize Engagement Plan

## March

- Socialize/finalize recovery plan with Commission including proposed Comms and Community engagement plans
- Advance equitable economic recovery theme in Comms

## April

- Community engagement Roll out of recovery communication
- Finalize Recovery Initiatives/Plan
- Listening tours start (amplified by engagement and Comms plan implementation)

## May

- Listening tours cont.
- Highlight equitable recovery news/themes
- Engagement plan amplifies recovery and listening tour

## June

- Commission retreat: summary of community input
- Commission 2022 Budget priorities
- Budget dynamics and process ahead
- Recovery Comms and engagement continue

## Summer/Fall

- Recovery Comms and engagement continue
- 2022 Recovery initiatives developed (based on Commission input)
- Review of current/past recovery initiative results



# Discussion

# Connect to Recovery

SAFELY OPERATE TRADE/TRAVEL  
GATEWAYS

ADVANCE CAPITAL PROJECTS

SUPPORT EQUITABLE RECOVERY IN  
SOUTH KING COUNTY

RESTORE TOURISM AND  
HOSPITALITY INDUSTRIES

WORKFORCE DEVELOPMENT

SUPPORT IMPACTED WMBE AND  
SMALL BUSINESSES

SUPPORT SUSTAINABILITY, ECOLOGY  
AND ART INITIATIVES

LEVERAGE FEDERAL STATE AND  
LOCAL RESOURCES

SUPPORT REGIONAL PLANS AND  
PRIORITIES

**Anchor = Operator + Builder + Investor + Convener + Employer + Partner**



# Capital Projects Drive Economic Recovery

**Over a \$ half billion in planned spend for 2020 = Jobs and Economic Impacts**

## Aviation

- 2021 Summer Airfield construction
- Fire Pump replacement
- Checkpoints -Automated Screening Lane
- Tenant Network demarkation upgrade
- Westside Fire Station
- NSAT & IAF
- Safedock -Aircraft gating system
- RCF security improvements
- RFC & Air Cargo Road pavement remediation
- Flight Corridor Safety Program, Ph.1
- SSAT Infrastructure upgrade
- C1 Building: Design & Contract procurement continue

## Maritime

- Terminal 5 modernization
  - Receive cranes
  - Net tie off piles
  - Contamination site cap re-seal
- Terminal 30 Bulkhead repair
- T91 NW Fender System
- Terminal 117 Duwamish Park Access and Fishing Pier
- Maritime Innovation Center Design completion

# Tourism Recovery Investments

- In late July Port Commission authorized \$1.5 million tourism recovery initiative in partnership with WA Tourism Alliance
  - **Contract executed this month**
  - Initiative includes:
    - **Paid Destination Advertising Campaign to Regenerate North American Air Markets**
    - **Travel Publicity Campaign**
    - **Industry Recovery and Destination Development Plan.**
    - **Travel Trade Sales and Promotions**
  - WTA making additional **\$830,000** investments to leverage recovery initiative





# Tourism Recovery Investments

## 2021 Planned Investments

- Airport Spotlight Advertising (104 slots)
  - 15 spots/quarter based on lottery
  - Six/quarter to SEA Airport neighbor communities
  - Five/quarter to WTA to assist in Tourism Recovery statewide
    - **WTA committed 1/5 of locations toward indigenous and ethnic diversity**
- Tourism Marketing Grant Program
  - \$200,000 (approx. 20 \$10k grants)
  - Environmental & Equity Lens Focus
  - Awards made Q1 so staff can drive coordination with larger WTA Recovery initiative



**STEP  
INTO  
THE  
STORY**

**WING LUKE MUSEUM**

*The only Pan-Asian American museum in the nation located  
within walking distance from the Chinatown-International District  
Link Lightrail Station*

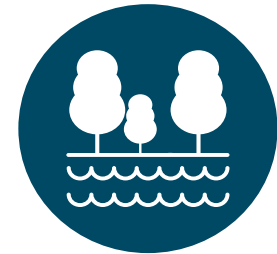
[www.wingluke.org](http://www.wingluke.org)

SEATTLE-TACOMA INTERNATIONAL AIRPORT  
Port of Seattle

# Workforce Development Recovery Investments

## 2021

- HS/College internship program
- Aviation Career Pathways Program
  - Aircraft Maintenance Technician (AMT) introductory class (20 women/minority students ideally from entry level positions)
- Duwamish Valley Community Equity Program
  - Skilled trades outreach and recruitment
  - Strategic planning to support green jobs in 2022
- Promote worker retention in construction trades training contracts with Urban League and ANEW
  - Allow for wraparound services of first year apprentices



# South King County Fund Recovery Investments

## Economic Recovery Program

- Ten non-profit and community groups received \$981,881 in grants to support projects in four focus areas:
  - Small Business Assistance
  - Workforce Development
  - Job Creation
  - Development of New, Innovative Economic Recovery Strategies

## 2021

- **Adding \$500k** to program based on additional budget resources
- **Present program refinements** to Commission in **April 2021**
- **Initiate second funding** round in **July**



# South King County Fund Recovery Investments

## 2021 Environmental Grants Program

- Rebranded and expanded Airport Community Ecology (ACE) program to include Federal Way, Normandy Park and Tukwila and increased per grant cap from \$10k to \$20k
- Invested in liaisons from Latinx, African American, Korean American, Bhutanese, and Congolese communities to conduct outreach to drive applications and provide guidance on program implementation
- Currently reviewing first round of applications for Commission approval on **Feb 9, 2021**

# South King County Fund

## Small Business Relief and Assistance

- **Executed contract** in September **with Highline College's Small Business Development Center/Start Zone** to provide technical and resiliency training for impacted small businesses
  - Delivered **nine training events, six workshops** and stand-alone training classes.
  - **117 businesses have received support** (so far) on how to address COVID issues and business resiliency training.
- **SBDC/Startzone** has also provided webinars to Port tenants and small business partners
- SBDC statewide **weekly PPP and Loan Forgiveness webinars** – between 200-400 participants – approximately 7% from South King County

**2021**

Highline SBDC/Start Zone services outlined above will continue (3-year contact)

# South King County Fund

## Small Business Relief and Assistance

- Contracted with **US DOT Small Business Transportation Resource Center** to offer classes and technical assistance for WMBE, DBE and small business
  - Seven-week virtual classes on topics like estimating, marketing, project management, financing, etc.
  - 95 participants within either the A&E and/or Construction tracks.
    - Two WMBE businesses received higher bonding levels
    - Class helped WMBE Businesses build long term relationships with Primes

**2021**

- Will offer US DOT seminar series again to compliment the Port's ongoing Portgen training sessions

**“The workshops were really good! It had very useful information that will help our business grow and to better compete for future government and Port contracts”**

**Cynthia Yiu  
First Metal & Supply**



# South King County Fund

## Small Business Relief and Assistance

- Developing **Woman/Minority Business Accelerator** to support 8-12 established WMBE firms interested in scaling businesses and taking on significant procurement opportunities:
  - Construction
  - Consulting (A&E)
  - Goods & Services
  - Airport Innovations
- Modeled on maritime accelerator (classes, mentors, etc.)
- Launch Date: **April 2021**



Cincinnati has a model Minority Business Accelerator

# Leveraging Grants and Partnerships

- Worked with King County Cities to pivot partnership grant program towards economic relief/recovery
  - **Drive small business relief**
  - Support “**local tourism**” and “**buy local**” initiatives
  - **Provide some flexibility** to address other local issues/opportunities
- **Cities provided** approximately **\$682,000 in match funding** to support these initiatives across King County

## 2021

- Continue grant program for narrower range of activities that provide economic relief/recovery

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

- **30 city grant partners** provided us details on efforts to provide grants/resources to local small biz:
  - Responded to 4,755 grant requests
  - Provided **3,418 grants** to impacted small businesses (and some nonprofits)
    - 1,224 women owned firms
    - 993 minority owned firms
    - 32 veteran owned firms
  - **Provided \$16,426,480 in funding** to small businesses across King County

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

# Regional Economic Recovery Plan

- **Greater Seattle Partners (GSP)** started in June to develop an economic recovery plan for the region (King, Pierce & Snohomish Counties)
- **Governor Locke, Mayor Woodard** (Tacoma) and **Betsy Cadwallader** (US Bank) are **cochairs** of the Oversight Work Group
- Five topical work groups have developed plan strategies and initiatives
  - Trade, External Investment, and Growth Sectors
  - Policy and Advocacy Strategies
  - Small Business
  - Workforce and Talent
  - Tourism and Marketing
- The plan is taking shape... but it is still a **framework** at this point.



# Regional Economic Recovery Framework – Five Major Goals

1. **Promote** the region's **economic competitiveness**
2. **Realign** economic and workforce development **programs** equitably to **create a broadly inclusive economy**
3. **Ensure regionwide participation** in investments and prosperity
4. **Support traditional and emerging industries** with post-pandemic opportunities
5. **Promote sustainable economic growth** to address resiliency needs

**30 Strategies**

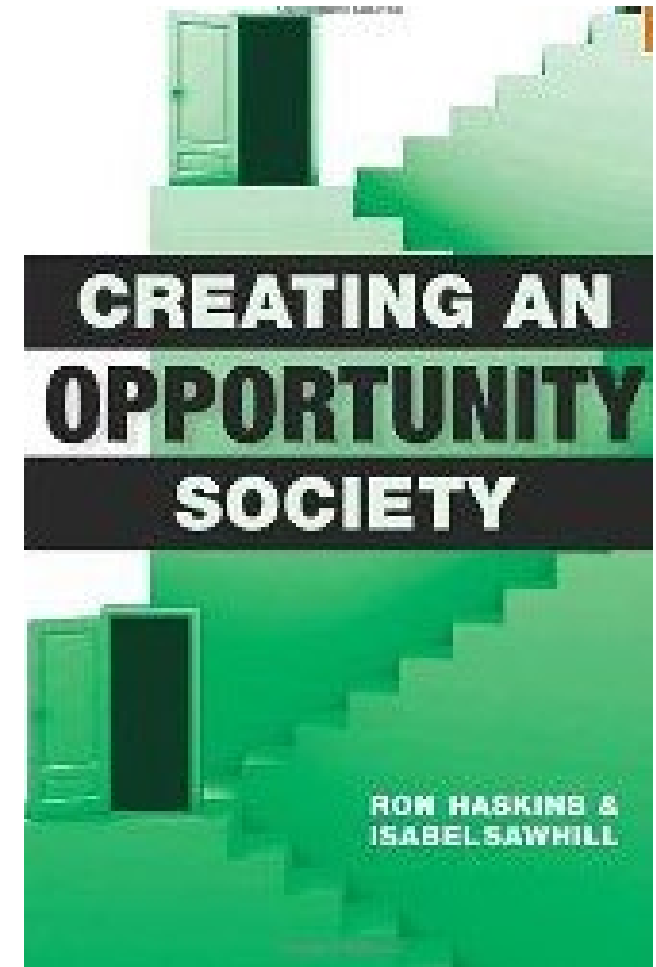
**150 Opportunities for Action**

**Goals and Strategies will be implemented by many organizations across the region – GSP will implement a few key strategies that align with its mission to promote trade/attract new business**

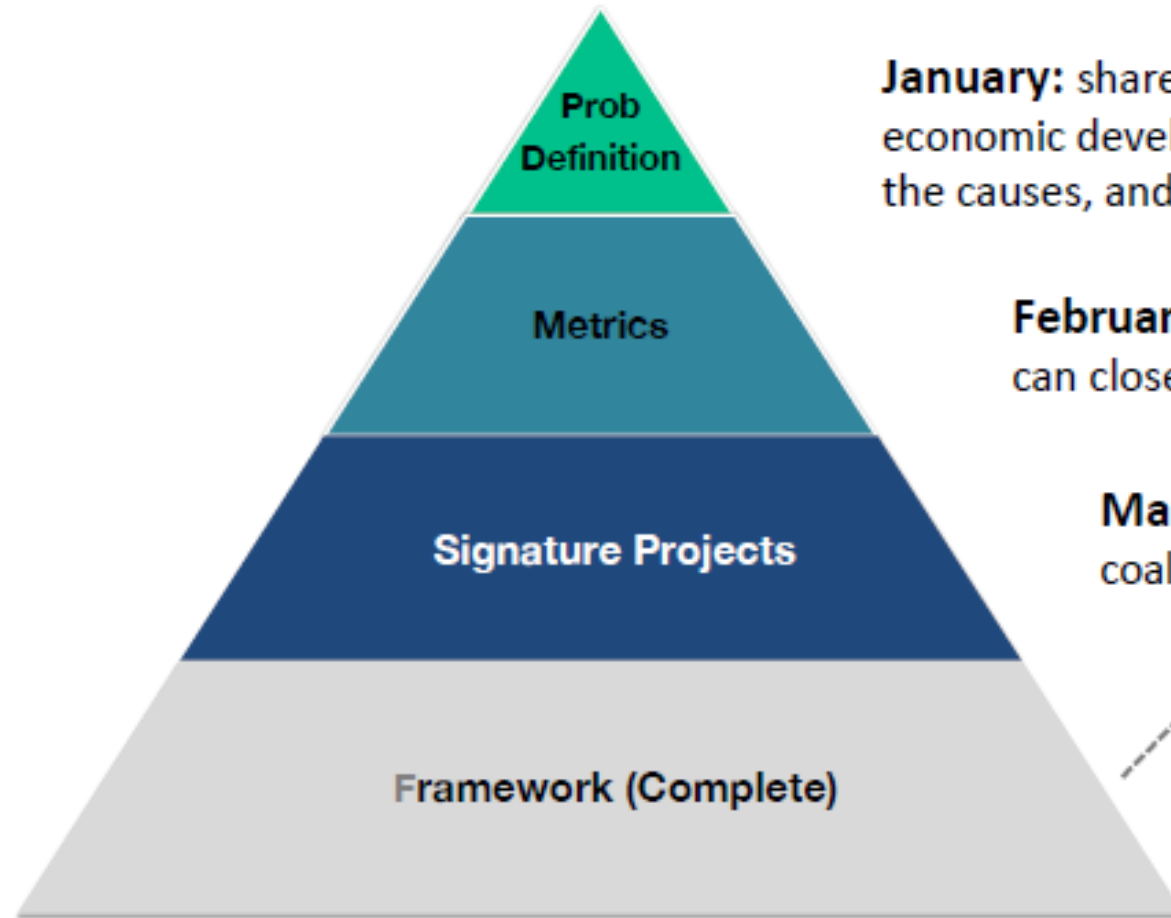
# From Regional Framework to Action Plan

GSP is now working to turn the framework into a plan to **drive equitable economic development**

- **Premise:** Diversity, Equity and Inclusion drives stronger economic performance
- **Focus:** Eliminate race, gender and geographic disparities within the region
- **Strategy:** Implement **high impact “signature projects”**



# THE PATH FORWARD



**January:** shared definition of the equitable economic development problems, theory of the causes, and “business case” for action

**February:** specific gaps that Greater Seattle can close in a specific time period

**March:** a few initiatives led by regional coalitions – scaled and sustained to close gaps

Projects largely drawn from framework