



**COMMISSION
AGENDA MEMORANDUM**

Item No. 10d

ACTION ITEM

Date of Meeting February 8, 2022

DATE: January 21, 2022

TO: Stephen P. Metruck, Executive Director

FROM: David McFadden, Managing Director

SUBJECT: 2022 Economic Development Partnership Program Authorization Request

Amount of this request: \$1,860,000

ACTION REQUESTED

Request Commission authorization for the Executive Director to execute contract agreements and implement the 2022-2023 Economic Development Partnership program with King County cities in an amount not to exceed \$1,860,000. Commission also authorizes Executive Director to execute contracts using unutilized program funding to advance regional initiatives that advance equitable and small business recovery.

EXECUTIVE SUMMARY

The Economic Development Partnership (EDP) program builds alliances with King County cities to advance economic development broadly across the region. The program, funded by the Port property tax levy, provides cities \$5,000 - \$60,000 grants to implement economic development projects that tie to the Port’s business interests. The Port requires a 50% match (up to 25% monetary match and 25% in-kind resources match) to ensure cities are also committed to project success.

The Port of Seattle Commission created the Economic Development Partnership (EDP) program in 2016 to advance local economic development in partnership with cities in King County. Over the past four grant cycles (2016 – 2020), city grant partners have implemented projects that advanced economic diversification, local business development, company attraction, planning and feasibility studies, tourism, and workforce development.

For 2022-2023 staff is requesting Commission to authorize funding not to exceed \$1,860,000 to implement the EDP program. These funds would be used to support two-year contracts with participating cities. Our municipal partners have suggested we consider longer time frames, so they have more time to undertake and complete larger projects. We are also requesting authorization to use underutilized grant program funding to support regional small business recovery initiatives.

Meeting Date: February 8, 2022

FOCUSING ON COVID-19 RECOVERY IN 2022-2023

The 2022-2023 grant partnership with King County cities will continue to focus on initiatives that advance COVID-19 economic recovery. If funding is authorized, staff will open the 2022-2023 application with a program kick-off meeting in February. During the application process, staff will work closely with cities, especially smaller cities, to create projects that address COVID-19 economic impacts in their communities.

Once an application is approved and agreements are in place, cities will work on projects and send final reports between March 2022 and November 1, 2023. Awarded funds are calculated based on the budgets submitted by participating cities in the applications and agreements executed by the Port of Seattle.

2021 YEAR IN REVIEW: CITY PARTNERS FOCUS ON RELIEF/RECOVERY EFFORTS

In 2021, City participants used Port grant funding to advance economic relief and recovery initiatives. The following table shows that significant investments were made to support small business, promote buy local campaigns, advance responsible tourism, and support impacted workers.

Economic Development Partnership Awards by Project Category

City Size	Port Award	% of Port Award	City Match	Total Investment (Port Award + Match)
Small Business Assistance	\$429,148	51%	\$339,324	\$768,472
Buy Local/ Placemaking	\$177,701	21%	\$135,925	\$313,626
Tourism	\$114,741	14%	\$137,135	\$251,876
Custom COVID-19 Response	\$80,290	10%	\$30,876	\$111,166
Workforce Development	\$38,000	5%	\$500	\$38,500
Total	\$839,880	100%	\$643,760	\$1,483,640

Overall, 26 Cities participated in the grant program. Participating cities contributed \$643,760 in matching resources. About \$720,000 (86 percent) of Port grant awards were used to provide small business assistance, promote buy local/ placemaking, and advance tourism development projects.

During the year, the Port convened six virtual meetings with cities to identify resources to support small businesses, share best practices as the crisis evolved, and offer feedback on the Greater Seattle Partners Recovery Framework.

Meeting Date: February 8, 2022

DETAILED INFORMATION ON CITY PROJECTS

Projects Descriptions by City and Regional Partnership

Regional Partnerships

Bellevue, Issaquah, Kirkland, Redmond and Renton

- **Re-Startup 425** – Continued to operate a regional web portal with COVID-19 business resources including multi-language technical support from Business Impact Northwest, the “What’s Open map,” and a new Boost Your Business virtual boot camp. (re.startup425.org)
- **Startup 425** – Running the Innovation Lab business accelerator in partnership with Bellevue College, a Spring and a Fall Business Foundations workshop series (30 students per session), and various Summer Business Essentials workshops. (startup425.org)

Individual City Projects

Auburn - \$60,000

- **Auburn IPZ Incubator Operations** – Maintained Auburn IPZ incubator to support start-ups with full-service office space, workshops, and technical assistance training. In addition, the City of Auburn contracted with the Green River College’s Small Business Development Center (SBDC) and provided more than 200 hours of one-on-one consultation services.
- **Buy Local and Explore Auburn** – Supported Buy Local campaigns to promote Auburn as a place to dine, shop, and stay. Built outdoor eating areas to offer COVID-19 friendly opportunities for patrons.

Bellevue - \$60,000

- **Heart of Bellevue Campaign** - Partnered with the Bellevue Downtown Association on a downtown marketing, resilience, and activation campaign called “Heart of Bellevue.” The program used a buy local marketing approach, using social media, blogs, and advertising to encourage local residents to safely eat out and go shopping. (bellevuedowntown.com/discover/stories)
- **Arts Marketplace** – Partnered with a local art and cultural organization to develop an online art marketplace, which deployed after Bellwether 2020 was canceled. The marketplace offered a central portal for many organizations and artists on the Eastside.
- **Startup425 and Re-Startup 425** - Participated in the regional partnerships to support start-up and small businesses.

Black Diamond - \$5,000

- **Historic Downtown “Pop-up” Dining** – Created a COVID-19-safe temporary space for residents and tourists to eat and shop in the historic downtown district.

Meeting Date: February 8, 2022

Bothell - \$52,000

- **Pop-Up Retail Incubator** – Converted four temporary structures into a “pop-up” retail incubator with Mercy Corps Northwest and provided business recruitment, business counseling, and microfinance resources. Rent payments were reduced through a ten percent profit-sharing concession agreement.

Burien - \$23,880

- **Soundside Alliance** - Participated in the Soundside Alliance “Rebuilding Mainstreet” social media campaign. Resulted in 8,897 impressions and reached 3,354 people.
- **Digital Main Street Program** - Launched the Digital Main Street Program, which featured 100 businesses and 111 restaurants from the Burien Eat Streets program.

Covington - \$20,000

- **Covington Small Business Assistance Center Partnership** – Worked with the Green River Small Business Development Center to offer services for small business start-ups, recovery efforts, and expansions at no cost. Counseled four small businesses for 41 hours.
- **Shop Local/ Be Loyal Campaign** –Launched a multi-faceted “Shop Local” marketing campaign including branding, partnerships, business outreach, in-store promotions, social media engagement, advertising, and signage.

Des Moines - \$32,260

- **EATS program** - EATS (Emergency Assistance to Seniors) provided \$2,500 each week to 10 different restaurant/ food service providers, who then provided meals to 1,250 seniors and veterans in our community. The economic development program provided cashflow to local businesses.
- **Tourism website** – Created a new, centralized website for tourism and economic development including featuring a drone-based video tour (marinasteps.com).

Duvall - \$7,950

- **Savor Snoqualmie Social Media Promotion** – Created local walking routes that highlight key points of interest, social media posts highlighting mini-itineraries, and other Savor Snoqualmie content with the Mountains to Sound Greenway Trust. Social Media campaign received more than 29,000 impressions.
- **Tourism Toolkit** - Created a marketing toolkit including new photography, videography, and graphics and shared it with local businesses to encourage them to promote the campaign.

Enumclaw - \$12,610

- **Enumclaw Expo Center Tourism Promotion** - Marketing campaign focused on attracting regional tourism and attendance to the events held at the Enumclaw Expo Center and the City of Enumclaw. The campaign highlighted Enumclaw’s shopping, restaurants, breweries, and wineries as destinations.

Meeting Date: February 8, 2022

Federal Way - \$60,000

- **Business Assistance to Small and Micro Enterprises:** Developed *A Tech Hub Action Plan* to identify how best to support small and microenterprises and entrepreneurs.
- **Off-season Tourism Study** – Work with WSU to find off-season tourism opportunities to attract, grow, or diversify businesses in Federal Way.

Issaquah - \$39,690

- **Regional Business Summit with Chamber of Commerce** - Hosted a Regional Business Summit to discuss regional issues and peer learning on business topics with 88 businesses.
- **#IssaquahLoyal** – Supporting local businesses through the #IssaquahLoyal shop local campaign, creating a local guide for visitors, and helping local businesses find suitable commercial and office space.
- **Great Careers Day** – Hosted virtual event at Bellevue college to engage students to learn more about industry careers.
- **Data Project** – Partnered with the Issaquah Chamber of Commerce to compile data for 5-key areas: business climate, industry trends, customer research, competitors research and workforce development.
- Participating in the **Startup425** and **Re-Startup 425** regional partnerships to support start-up and small businesses.

Kenmore - \$23,450

- **Business Acceleration Training** – Hosted a four-week, online accelerator training and consultation program to help 10 small businesses. This training program has served 64 local businesses since 2016.
- **Updated Photos** – Updated aerial and community stock photos for marketing.
- **Buy Local Campaign** – Marketing and social media campaign used the professional photos and graphics funded by the grant program and strategic messaging to promote to the rich variety of distinctive local businesses and business districts including brick-and-mortar and home-based businesses. Reached 1,100 businesses via email and postcard and more than 31,000 views on social media.

Kent - \$60,000

- **Pilot on-call architect support for small businesses** – The project paired direct outreach, technical support, and advisory services to businesses in South King County to help four businesses and nonprofits obtain capital and mitigate costs of building out commercial space.
- **Business Outreach and Survey** – 49 businesses were surveyed to understand the concerns of immigrant and refugee owned businesses in the city of Kent.
- **South King County Small Business Navigation** – Partnered with World Relief to create a business navigation program with small business resources, translated materials, and train volunteers working with refugee and immigrant communities to provide economic development business assistance.

Meeting Date: February 8, 2022

Kirkland - \$60,000

- **Foundations Learning Series** - Hosted four seminars for 170 attendees covering topics of small business planning, marketing, financing, and risk management.
- **Virtual Job Fair** - Hosted job fair for 548 registrants, 44 employer booths, and uploaded 179 resumes for employer review.
- Participated in **Startup425** and **Re-Startup 425** regional partnerships to support start-up and small businesses.

Maple Valley - \$14,000

- **Tourism Website** – Created a new tourism website with an events calendar and monthly, local business interest stories. The site will be promoted through Facebook ads and maintained by the Maple Valley-Black Diamond Chamber of Commerce.

Mercer Island - \$24,690

- **MInext Buy Local Campaign** – Attracted more than 50 new businesses into the MInext campaign through advertising, Town Center events, and other campaign-related promotions. Partnered with the Mercer Island Chamber of Commerce, the City's Recreation team, and local organizations to design and offer socially distanced events in Town Center and South End business districts.

Normandy Park - \$3,300

- **Small Business and SBDC Referrals** – Updated the 2019 Small Business Survey to quantify the business climate post-COVID-19, while making referrals to the Highline College Small Business Development Center and Seattle Southside Chamber of Commerce.

Pacific - \$6,895

- **Veteran's Memorial** - Installed a Veteran's war memorial along the Interurban trail for visitors and residents. Signage and wayfinding provided to illustrate the locations of the memorials.

Redmond - \$60,000

- **Displaced Businesses Outreach and Retention** – Visited 172 small businesses to learn their challenges. Provided 150+ packets of informational materials and answered questions. Supported 62 businesses with advising services.
- **Business Retention and Marketing Assistance** - Created family friendly and fun marketing videos and social media content for 9 businesses to attract customers to Redmond's small businesses.
- **New Business Ambassador Program** - Identified and reached out to 165 new businesses in Redmond to listen and document their experiences as new businesses to the area, interests, and concerns. Helped connect them to the right resources for their needs.
- **Workforce Development Analysis** - Funded a report that analyses the unemployment and underemployment statistics for the City of Redmond to determine how best to

Meeting Date: February 8, 2022

identify and connect with the under and unemployed population, both adults and graduated high school and college students.

- Participated in the **Startup425** and **Re-Startup 425** regional partnerships.

Renton - \$60,000

- **Digital Tourism Development** – Developed the “Make Yourself at Home” campaign to support local businesses. The campaign focused on leisure, highlighted Renton’s diverse visitor offerings, and open spaces. Resulted in six earned media articles and 1.07 billion relevant impressions.
- **Downtown Business Retention & Promotion During Construction** – Created a targeted marketing campaign designed to draw visitors to downtown Renton during construction.
- **Participated in Startup425** and **Re-Startup 425** regional partnerships to support start-up and small businesses. Hosted a total of 211 registrants in workshops and educational series.

SeaTac - \$20,589

- **Business Retention Outreach Program and COVID-19 Referrals** - Conducted outreach and business climate survey to local businesses focused on hospitality and airport related businesses, while making COVID-19 referrals. The city reached 500 businesses and received 142 survey results from all business contacts.

Shoreline - \$56,645

- **Shoreline AMP: The Accelerator for Music Professionals** –18 music business professionals attended the online 2021 Shoreline Music Summit. Supported recording performances for two nationally known artists, two emerging artists in two Shoreline recording studios.
- **BIPOC Filmmaker and Local BIPOC Business Promotion** – Promoted and featured businesses in “Invest Shoreline” promotional video.
- **Glass Art Festival Tourism and Local Business Support** –Supported Glass Art Festival tourism and local arts business incubators by engaging 8 participating artists, 100+ attendees and 500 creative economy booklets.
- **Shoreline Place Farmers Market** - Increased awareness of the Farmers Market as an essential business, retained customers, produced nine educational videos on the market website, and reached record-breaking attendance rates on opening day.
- **Local Business Outreach, Recovery, and Retention** – Met with 80 business owners and managers in Shoreline to better understand the strengths and weaknesses of the business climate. Resource referrals were made to partners who provided relief measures.

Snoqualmie - \$4,000

- **“Shop, Sip and Stay” in Snoqualmie Tourism Campaign** - Promoted tourism in Snoqualmie as a “Shop, Sip, and Stay” and “Seasons in Snoqualmie” destination. Used

Meeting Date: February 8, 2022

unique storytelling through videos on social media, printed 2,000 guides, and received 85,000 clicks on the website.

Tukwila - \$21,360

- **Small Business Development** – Engaged businesses in digital training and consultant services. Ten businesses were recruited for the training. Training was conducted in multiple languages.
- **Experience Tukwila** – Produced high-quality videos and photography for small, consumer facing businesses to promote the businesses on Experience Tukwila and other platforms. (experiencetukwila.com)

Woodinville - \$12,790

- **“Explore Woodinville” Campaign** - Implemented “Explore Woodinville” local tourism and COVID recovery initiative to promote Woodinville Wine Country.
- **Business Retention Outreach Program** - Worked with the Small Business Development Center to conduct outreach to local businesses as part of broader COVID relief and recovery efforts.

FINANCIAL IMPLICATIONS

Annual Budget Status and Source of Funds

The Port of Seattle Economic Development Partnership program is an initiative that will cost approximately \$1,860,000 to implement in 2022 and 2023. The Port property tax levy will be used to support this grant program.

ATTACHMENTS TO THIS REQUEST

- (1) Presentation

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

February 9, 2021 – The Commission authorized 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.

July 10, 2020 – The Commission heard a briefing on how the 2020 Economic Development Partnership Program funding was being used to respond to COVID-19.

December 10, 2019 – The Commission authorized the Executive Director to execute contract agreements and implement the 2020 Economic Development Partnership program with King County cities in an amount not to exceed \$965,000.

July 23, 2019 – The Commission heard a briefing on the 2019 Economic Development Partnership program.

January 8, 2019 – The Commission authorized the Executive Director to execute contracts supporting the 2019 Port of Seattle Economic Development Partnership Program in an amount not to exceed \$960,000.