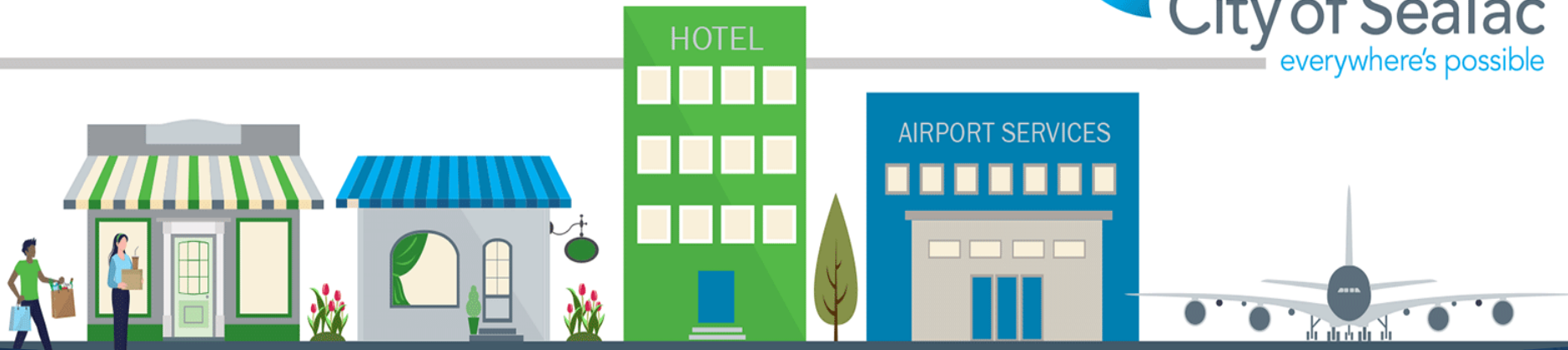


# Business Retention & Expansion Programs

## Possible Through Port Grant Program

May 25, 2022



# PRESENTATION OVERVIEW

## PURPOSE OF PRESENTATION

To provide an update on major business retention and expansion (BRE) programs that economic development undertook in 2021/22 and were made possible through the Port Grant program

## WHY IS THIS ISSUE IMPORTANT?

One of the six practice areas in economic development is BRE. The annual business outreach survey (Business Synergy) has become a signature SeaTac BRE program. The survey is funded by a Port of Seattle grant and the annual results drive decision-making on business support programs that the City develops and manages.



# 2021 BUSINESS SYNERGY OUTREACH PROGRAM

## OVERVIEW

- Collaborative operation between the City of SeaTac's Economic Development Division (EcDev) and the Seattle Southside Chamber of Commerce (SSCC).
- Supported through an ongoing grant partnership with the Port of Seattle.
- Builds on the Business Synergy Outreach Program (2022 = 5<sup>th</sup> year!)
- Multiple BRE programs developed based on survey



# BUSINESS SYNERGY OUTREACH PROGRAM HISTORY

Year & Business Mix		Project Summary
<b>Year 1 (2018)</b> <b>Business Type</b> Logistics/Industrial <b>Number of Businesses</b> 300		Business needs analysis and personal outreach to individual businesses
<b>Year 2 (2019)</b> <b>Business Type</b> Office/Commercial/Retail <b>Number of Businesses</b> 200+		Additional business needs analysis and database building
<b>Year 3 (2020)</b> <b>Business Type</b> Hotel/Hospitality/Service <b>Number of Businesses</b> 250		No in person outreach – COVID 19 related outreach on needs and issues
<b>Year 4 (2021)</b> <b>Business Type</b> Airport (Travel) related <b>Number of Businesses</b> 500		No in person outreach. Formalization of business database and survey resulting in <u>multiple BRE programs</u>



# BUSINESS SYNERGY OUTREACH PROGRAM

## METHODOLOGY

- Planning Stage: address previous outreach challenges and standardize future outreach
  - Business Selection
  - Outreach Workbook
  - Survey
  - Interface Standardization
  - Master List



# BUSINESS SYNERGY OUTREACH PROGRAM

## RESULTS

- **500** businesses
- **142** survey results
- **76** additional business contacted with no survey response
- Remaining **282** businesses were attempted several times and not reached / did not respond
- In 2021: **28%** total participation of 500 businesses
- In 2020: **7%** total participation of 250



# BUSINESS SYNERGY OUTREACH PROGRAM

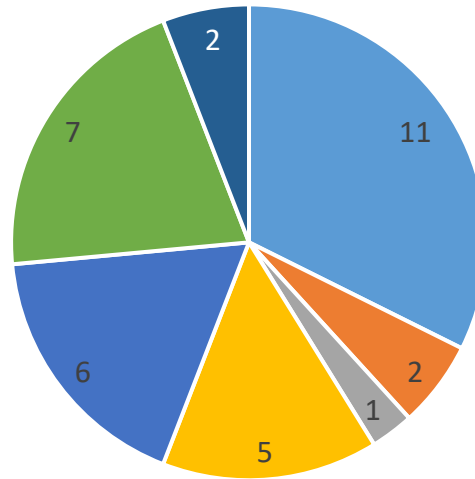
SURVEY: three qualitative questions

1. “In which of the following areas are the City of SeaTac or Seattle Southside Chamber *currently helping* your business?”
2. “In which of the following areas can the City of SeaTac or Seattle Southside Chamber *improve* to better help your business?”
3. “What keeps you up at night as a business owner or decision maker?”



# QUESTION 1

In which of the following areas are the City of SeaTac or Seattle Southside Chamber currently helping your business?



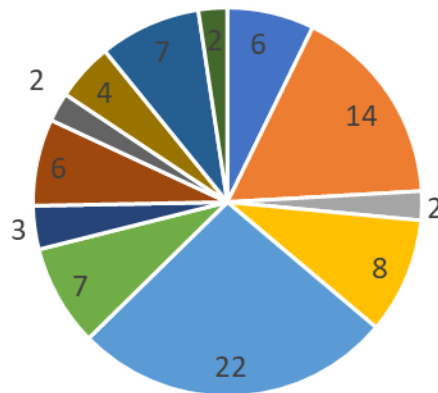
- Permitting
- Access to Capital
- Public Works Notices
- Staff Development
- Infrastructure Safety
- Marketing
- Tax/Regulation





# QUESTION 2

In which of the following areas can the City of SeaTac or Seattle Southside Chamber IMPROVE to better help your business?

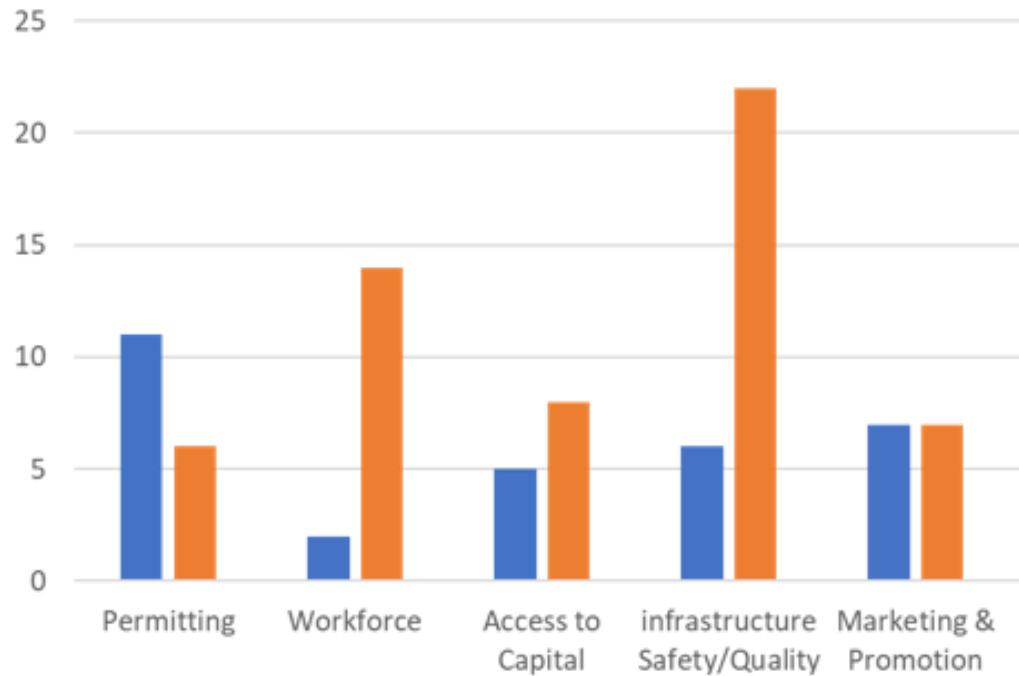


- Permitting
- Staff Development
- Tax/Regulation
- Access to Capital
- Infrastructure Safety
- Marketing
- Public Works Notice
- Commercial Affordability
- Community Events
- Public Waste Removal
- Supply Chain Connection
- Relocation/Expansion



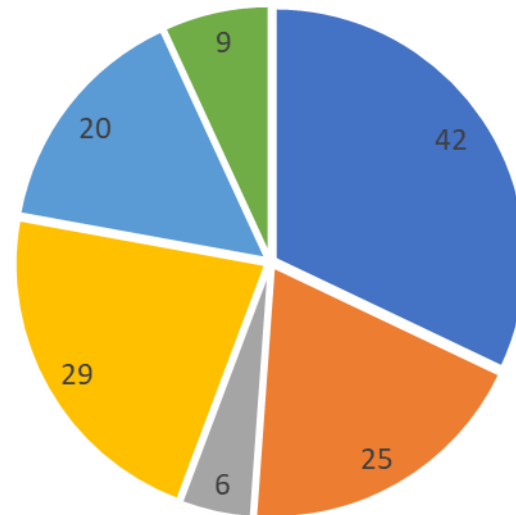
# QUESTION 1 & 2 COMPARISON

Common Responses to Survey Q1 & Q2



# QUESTION 3

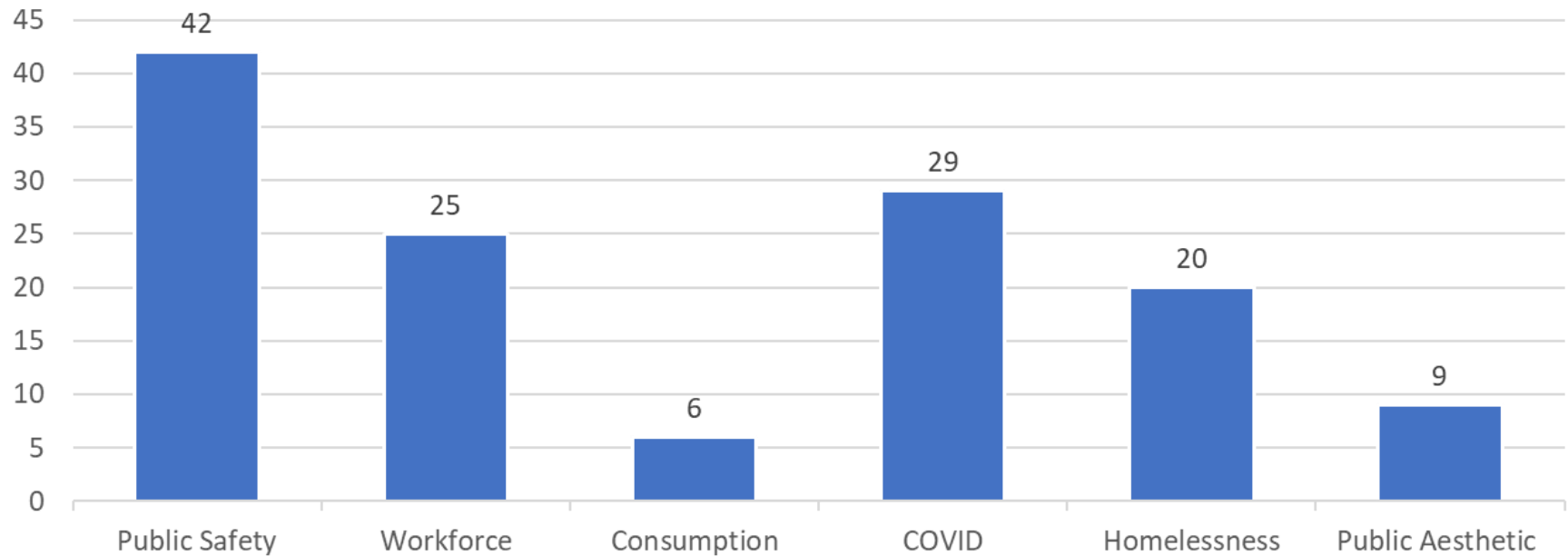
What Keeps You Up at Night as a Business Owner or Decision Maker?



- Public Safety
- Workforce
- Consumption
- COVID
- Homelessness
- Public Aesthetic

# ACTION ITEMS & NEXT STEPS

Main Areas of Concern from the SeaTac Business Community



# Programs Resulting From Port Grant Program

## 1. Public Safety:

- Public Safety Series within SeaTac Business Forums

## 2. Workforce:

- Revive SKC Work Force Group

## 3. Access To Capital:

- Sharia Financing Road Show & Community Outreach

## 4. Consumer Demand/Marketing:

- Digital Literacy & Marketplace



# SEATAC BUSINESS FORUMS



The poster features a background image of a modern office hallway with people. It includes logos for the City of SeaTac and the Seattle Southside Chamber of Commerce. The main title is 'SeaTac Business Forum Series' with a subtitle 'Let's Talk about Public Safety' and a list of topics: 'Health - Crime - Public Safety - Business'. A QR code and a registration link 'bit.ly/SeaTacPS' are provided. The date and time are 'May 19th 9am-10:30am'. A note states 'Free and Open to All SeaTac Businesses'. At the bottom, it says 'For More Information: www.SeattleSouthsideChamber.com' and lists partner organizations: Seattle Southside Chamber of Commerce, America's SBDC, City of SeaTac, and Seattle Southside Regional Tourism Authority.

 City of SeaTac  
*everywhere's possible*

SEATTLE  
**SOUTHSIDE**  
CHAMBER OF COMMERCE

Let's Talk about  
**Public Safety**  
Health - Crime - Public Safety - Business

**SeaTac  
Business  
Forum  
Series**

VIA ZOOM

Register  
Here:  
[bit.ly/SeaTacPS](https://bit.ly/SeaTacPS)

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SEATTLE  
SOUTHSIDE  
CHAMBER OF COMMERCE

AMERICA'S  
**SBDC**  
BUSINESS DEVELOPMENT CENTER

City of SeaTac  
*everywhere's possible*

SEATTLE  
SOUTHSIDE  
Regional Tourism Authority



# SKC WORKFORCE GROUP RELAUNCH

Partial List of Organizations: (through discussion/organization with King County – Dan Bernard)

- WorkSource & WDC Funded Providers
- King County Housing Authority
- Wa State Dept of Social & Health Services
- YWCA Economic Advancement Programs (various cities)
- IRC
- Airport Jobs
- Renton, Highline, Green River Colleges
- Anew, AJAX, Orion, PSTC, JA
- Various High School CTE Programs
- Labor Union apprenticeships



# SHARIA FINANCING ROAD SHOW / COMMUNITY OUTREACH



*Lending to people, Investing for resilience*





# BUSINESS SALES & MARKETING SUPPORT



## Summer Collection



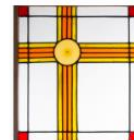
**Hummer**  
\$40.00 - \$400.00  
White Feather Artwork, watercolors by C.A. Crossman



**Ojo's Famous Hammock**  
\$140.00  
Ojo Spa Resorts



**"Southwest in the key of G" by William Rotsaert**  
\$200.00  
art is gallery santa fe



**Stained glass Zia**  
\$475.00  
TLC Stained Glass



**Island Sunset Pendant**  
\$52.00  
Clearlight Jewelry



**Spiny Oyster & Turquoise Pendant**  
~~\$899.95~~ **\$799.95**  
Turquoise Butterfly



THANK YOU!

