Port of Seattle
Economic Development Partnership Program
2022 Authorization Request
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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.
Economic Development Partnership Program Overview

- Port of Seattle provides King County cities funding to advance local economic development projects throughout the region.
- Annual grant funding provided on a $1 per capita formula:
  - Large cities capped at $60,000
  - 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.

The City of Kenmore implemented a "Back Our Businesses" Campaign that highlighted different business segments and engaged the community.
2022/2023 Funding Will Support Relief and Recovery

• Focus efforts on 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

• Funds not utilized by cities would be used to support regional small business recovery initiatives

The City of Shoreline works to support their local music industry which has been hard hit by the pandemic. Last year’s music summit and business accelerator for music professionals were part of the City’s efforts to support this industry.
26 cities participated in 2020
Port Funds Used = $839,880
City Match Funds = $643,760

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## Economic Development Partnership Awards by Project Category

<table>
<thead>
<tr>
<th>Grant Project Focus</th>
<th>Port Award</th>
<th>% of Port Award</th>
<th>City Match</th>
<th>Total Investment (Port Award + Match)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business Assistance</td>
<td>$429,148</td>
<td>51%</td>
<td>$339,324</td>
<td>$768,472</td>
</tr>
<tr>
<td>Buy Local/ Placemaking</td>
<td>$177,701</td>
<td>21%</td>
<td>$135,925</td>
<td>$313,626</td>
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<tr>
<td>Tourism</td>
<td>$114,741</td>
<td>14%</td>
<td>$137,135</td>
<td>$251,876</td>
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<tr>
<td>Custom COVID-19 Response</td>
<td>$80,290</td>
<td>10%</td>
<td>$30,876</td>
<td>$111,166</td>
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<tr>
<td>Workforce Development</td>
<td>$38,000</td>
<td>5%</td>
<td>$500</td>
<td>$38,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$839,880</strong></td>
<td><strong>100%</strong></td>
<td><strong>$643,760</strong></td>
<td><strong>$1,483,640</strong></td>
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</tbody>
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2021 Results – Small Business Assistance

City Partners provided outreach and assistance to 1000+ businesses across the region

- **Auburn** – provided *counseling for 200 businesses* via Small Business Development Center (SBDC) and offered six biz webinars
- **Bellevue** – 667 business assistance requests resolved – *38 businesses received in-depth help* – 120 businesses got loan packaging help
- **Bothell** – partnered with Mercy Corps to *develop 4 pop up retail store locations in downtown Bothell* that benefit emerging disadvantaged businesses. Stores opened in November
- **Covington** – 4 businesses received help via Small Business Development Center
- **Issaquah** - Started a new Business E-newsletter that now has over 3,700 subscribers - Over *60 businesses received timely and pertinent 1:1 business advisor assistance*
- **Kenmore** – business accelerator supported *10 companies*
- **Kirkland** – Startup 425 initiative *provided biz workshops for 200+ merchants*. 835 businesses assisted (121 w relief applications) through 425 support network
- **Kent** - created *two small business* technical assistance directories to improve referral networks for small businesses
- **Redmond** – Part of Startup 425. Sponsored accelerator and *provided in-depth support to 172 businesses*
- **Renton** – 121 businesses received help through Startup 425 – 211 attendees at biz workshops
City Partners encouraged residents to patronize local small businesses and community attractions as part of economic recovery efforts.

- **Auburn** - developed a [Buy Local website](#) to help residents find local businesses
- **Bellevue** – partnered with Bellevue downtown association to implement "Heart of Bellevue" buy local campaign encouraging residents to safely eat and shop
- **Black Diamond** – created a COVID-safe popup dining space to eat and support merchants in the City’s historic downtown district
- **Duvall** - Created local walking routes through city for travelers and residents
- **Issaquah** - Supported local businesses through the #IssaquahLoyal shop local campaign, creating a local guide for visitors, and helping local businesses find suitable commercial and office space.
- **Kenmore** – implemented "Back our Businesses" buy local campaign
- **Kent** – worked with World Relief to catalog organizations providing business navigator services to refugee and immigrant communities
- **Mercer Island** – partnered with local businesses to design attract outdoor seating areas
- **Pacific** – installed a Veteran's war memorial along the Interurban trail for visitors and residents
- **Shoreline** – promoted Shoreline Place Farmer's Market to retain/grow vendors
City Partners promoted their visitor offerings and open spaces in a manner consistent with local public health standards.

- Des Moines – created a new centralized website for tourism and economic development featuring a drone-based video tour.
- Duvall - created local walking routes and mini-itineraries for visitors and residents in partnership with Savor Snoqualmie.
- Enumclaw – implemented successful marketing campaign to increase utilization of the Enumclaw Expo Center and the City of Enumclaw.
- Federal Way – completed off-season tourism opportunities study.
- Maple Valley – Created new tourism website with events calendar and monthly local business interest stories.
- Renton – implemented a digital tourism campaign that highlights the City's diverse visitor offerings and open spaces.
- Shoreline – promoted Glass Art Festival and Friday Glass Studio.
- Tukwila – produced high-quality videos and photography to promote local businesses on City's tourism website.
- Woodinville – implemented "Explore Woodinville" campaign to support local businesses through online and in-person marketing efforts.
Appendix
Auburn

Grant Award: $60,000

- Maintained Auburn IPZ incubator to support start-ups with full-service office space, workshops, and technical assistance training.

- Contracted with the Green River College’s Small Business Development Center (SBDC) and provided more than 200 hours of one-on-one consultation services.

- Supported Buy Local campaigns to promote Auburn as a place to dine, shop, and stay. Built outdoor eating areas in order to offer COVID-19 friendly opportunities for patrons.
Bellevue

Grant Award: $60,000

• 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

- Created a COVID-19 temporary space for residents and tourists to eat and shop in the historic downtown district.
Bothell

Grant Award: $52,000

• 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

Grant Award: $23,880

• Participated in the Soundside Alliance “Rebuilding Mainstreet” social media campaign. Resulted in 8,897 impressions and reached 3,354 people.

• Launched the Digital Main Street Program, which featured 100 businesses and 111 restaurants from the Burien Eat Streets program.
Covington

Grant Award: $20,000

• The Green River Small Business Development Center counseled 4 small businesses for 41 hours.

• Launched a multi-faceted “Shop Local” marketing campaign including branding, partnerships, business outreach, in-store promotions, social media engagement, advertising, and signage.
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. The economic development program provided cashflow to local businesses.

- Created a new, centralized website for tourism and economic development including featuring a drone-based video tour (marinasteps.com).

Des Moines
Grant Award: $32,260
Duvall

Grant Award: $7,950

- 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.

- Replaced signage that received multiple positive sentiments on social media.
Enumclaw

Grant Award: $12,610

• Marketing campaign focused on attracting regional tourism and attendance to the events held at the Enumclaw Expo Center and the City of Enumclaw. Campaign highlighted Enumclaw’s shopping, restaurants, breweries, and wineries as destinations.
Federal Way

Grant Award: $60,000

- Developed A Tech Hub Action Plan to identify how best to support small and microenterprises and entrepreneurs.

- Worked with WSU to find off-season tourism opportunities to attract, grow, or diversify businesses in Federal Way.
Issaquah

Grant Award: $39,690

• Supported local businesses through the #IssaquahLoyal shop local campaign, creating a local guide for visitors, and helping local businesses find suitable commercial and office space.

• Hosted 88 businesses at the Regional Business Summit to discuss regional COVID-19 issues.

• The "Great Careers" career fair engaged students to learn more about industry careers.

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

Grant Award: $23,450

• 10 businesses completed the Kenmore Business Accelerator focused on navigating the current business climate.

• Updated aerial and community stock photos for economic development marketing.

• “Back Our Businesses” Campaign reached 1,100 businesses via email and postcard and 31,000 views on social media.
Kent

Grant Award: $60,000

• Paired direct outreach, technical support, and advisory services to South King County businesses. Helped four businesses and nonprofits obtain capital and mitigate costs of building out commercial space.

• Surveyed 49 businesses to understand the concerns of immigrant and refugee owned businesses.

• 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.
Kirkland

Grant Award: $60,000

• (Re)Startup 425 and Startup 425
  – Hosted four Foundations Learning Series seminars for 170 attendees covering topics of small business planning, marketing, financing, and risk management.
  – Launched Startup 425 Innovation Lab accelerator with 13 businesses participating
  – Hosted Virtual Job Fair for 548 registrants, 44 employer booths, and uploaded 179 resumes for employer review.
Maple Valley
Grant Award: $14,000

• Partnered with Maple Valley/Black Diamond Chamber of Commerce to produce new tourism website that highlights regional activities in the area, promoting local businesses, and local activities.
Mercer Island
Grant Award: $24,690

- Attracted more than 50 new businesses into the Minext Buy Local 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

Grant Award: $3,300

• 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

Grant Award: $6,895

• 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

Grant Award: $60,000

- Visited 172 small businesses to learn their challenges. Provided 150+ packets of informational materials and answered questions. Supported 62 businesses with advising services.
- Created marketing videos and social media content for 9 businesses to attract customers.
- Identified and reached out to 165 new businesses 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.
- Funded a Workforce Development analysis to identify and connect with the under and unemployed population, including both adults, graduated high school, and college students.
- Startup425 and Re-Startup 425 regional partnerships.
Renton

Grant Award: $60,000

• Developed “Make Yourself at Home” campaign to support local businesses. 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.

• Created a targeted marketing campaign designed to draw visitors to downtown Renton during construction.

• Participated in Startup425 and Re-Startup 425 regional partnerships. Hosted a total of 211 registrants in workshops and educational series.
SeaTac

Grant Award: $20,589

• 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

Grant Award: $56,645

• 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.

• Promoted BIPOC filmmakers and local BIPOC businesses in promotional video called “Invest Shoreline.”

• Supported Glass Art Festival tourism and local arts business incubators by engaging 8 participating artists, 100+ attendees and distributed 500 creative economy booklets.
Snoqualmie

Grant Award: $4,000

• 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: $21,360

• Engaged 10 businesses in digital training and consultant services. Training was conducted in multiple languages.

• Produced high-quality videos and photography for small, consumer facing businesses to promote the businesses on Experience Tukwila and other platforms. (experiencetukwila.com)
Woodinville

Grant Award: $12,790

- Implemented “Explore Woodinville” local tourism and COVID recovery initiative to promote Woodinville Wine Country.

- Worked with Small Business Development Center to conduct outreach to local businesses as part of broader COVID relief and recovery efforts.