Business Retention & Expansion Programs
Possible Through Port Grant Program

May 25, 2022
**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.
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\textsuperscript{th} year!)

• Multiple BRE programs developed based on survey
<table>
<thead>
<tr>
<th>Year &amp; Business Mix</th>
<th>Project Summary</th>
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<tbody>
<tr>
<td><strong>Year 1 (2018)</strong></td>
<td></td>
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<tr>
<td>Business Type</td>
<td>Logistics/Industrial</td>
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<tr>
<td>Number of Businesses</td>
<td>300</td>
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<tr>
<td><strong>Business needs analysis and personal outreach to individual businesses</strong></td>
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<td><strong>Year 2 (2019)</strong></td>
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<tr>
<td>Business Type</td>
<td>Office/Commercial/Retail</td>
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<tr>
<td>Number of Businesses</td>
<td>200+</td>
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<tr>
<td><strong>Additional business needs analysis and database building</strong></td>
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<td><strong>Year 3 (2020)</strong></td>
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<tr>
<td>Business Type</td>
<td>Hotel/Hospitality/Service</td>
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<tr>
<td>Number of Businesses</td>
<td>250</td>
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<td><strong>No in person outreach – COVID 19 related outreach on needs and issues</strong></td>
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<td><strong>Year 4 (2021)</strong></td>
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<tr>
<td>Business Type</td>
<td>Airport (Travel) related</td>
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<tr>
<td>Number of Businesses</td>
<td>500</td>
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<tr>
<td><strong>No in person outreach. Formalization of business database and survey resulting in multiple BRE programs</strong></td>
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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?”
In which of the following areas are the City of SeaTac or Seattle Southside Chamber currently helping your business?
QUESTION 2

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

- Permitting
- Access to Capital
- Public Works Notice
- Public Waste Removal
- Staff Development
- Infrastructure Safety
- Tax/Regulation
- Commercial Affordability
- Community Events
- Marketing
- Supply Chain Connection
- Relocation/Expansion
Common Responses to Survey Q1 & Q2

- Permitting
- Workforce
- Access to Capital
- Infrastructure Safety/Quality
- Marketing & Promotion
What Keeps You Up at Night as a Business Owner or Decision Maker?

- Public Safety: 42
- Workforce: 29
- COVID: 20
- Homelessness: 9
- Consumption: 6
- Public Aesthetic: 6
ACTION ITEMS & NEXT STEPS

Main Areas of Concern from the SeaTac Business Community

- Public Safety: 42
- Workforce: 25
- Consumption: 6
- COVID: 29
- Homelessness: 20
- Public Aesthetic: 9
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

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

SeaTac Business Forum Series
VIA ZOOM

Free and Open to All SeaTac Businesses

Date & Time
May 19th
9am-10:30am

For More Information: www.SeattleSouthsideChamber.com

Register Here:
bit.ly/SeaTacPS
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
BUSINESS SALES & MARKETING SUPPORT

Shop The City Different online.

Shop by Category

Best Sellers

New Arrivals

Shop by Store

About

My Account

Cart

Santa Fe Jewelry

Wear a Beautiful piece of Santa Fe.

Greeting & Note Cards

Send a unique hello.

Art

Bring a piece of Santa Fe home from local artists and galleries.

Accessory

Santa Fe styles, all sold by Santa Fe small businesses.

Summer Collection

Hummer

$100.00 - $1000.00

White Feather Artwork, watercolor by C.A. Greensman

Ojo’s Famous Hammock

$100.00

Ojo Spa Resort

“Southwest in the key of C” by William Roos

$120.00

art is gallery santa fe

Stained glass Zia

$140.00

TLC Stained Glass

Island Sunset Pendant

$60.00

Clearlight Jewelry

Sipsey Oyster & Turquoise Pendant

$700.00

Turquoise Butterfly
THANK YOU!