

Item No.	10d
Date of Meeting	February 8, 2022

Port of Seattle Economic Development Partnership Program 2022 Authorization Request



2022 Authorization Request

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



Event Invite

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

2021 Partnership Grants Advanced Economic Recovery

Economic Development Partnership Awards by Project Category

26 cities participated in 2020

Port Funds Used = **\$839,880**

City Match Funds = **\$643,760**

Grant Project Focus	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

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

2021 Results – Buy Local/Placemaking

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

2021 Results – Tourism

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

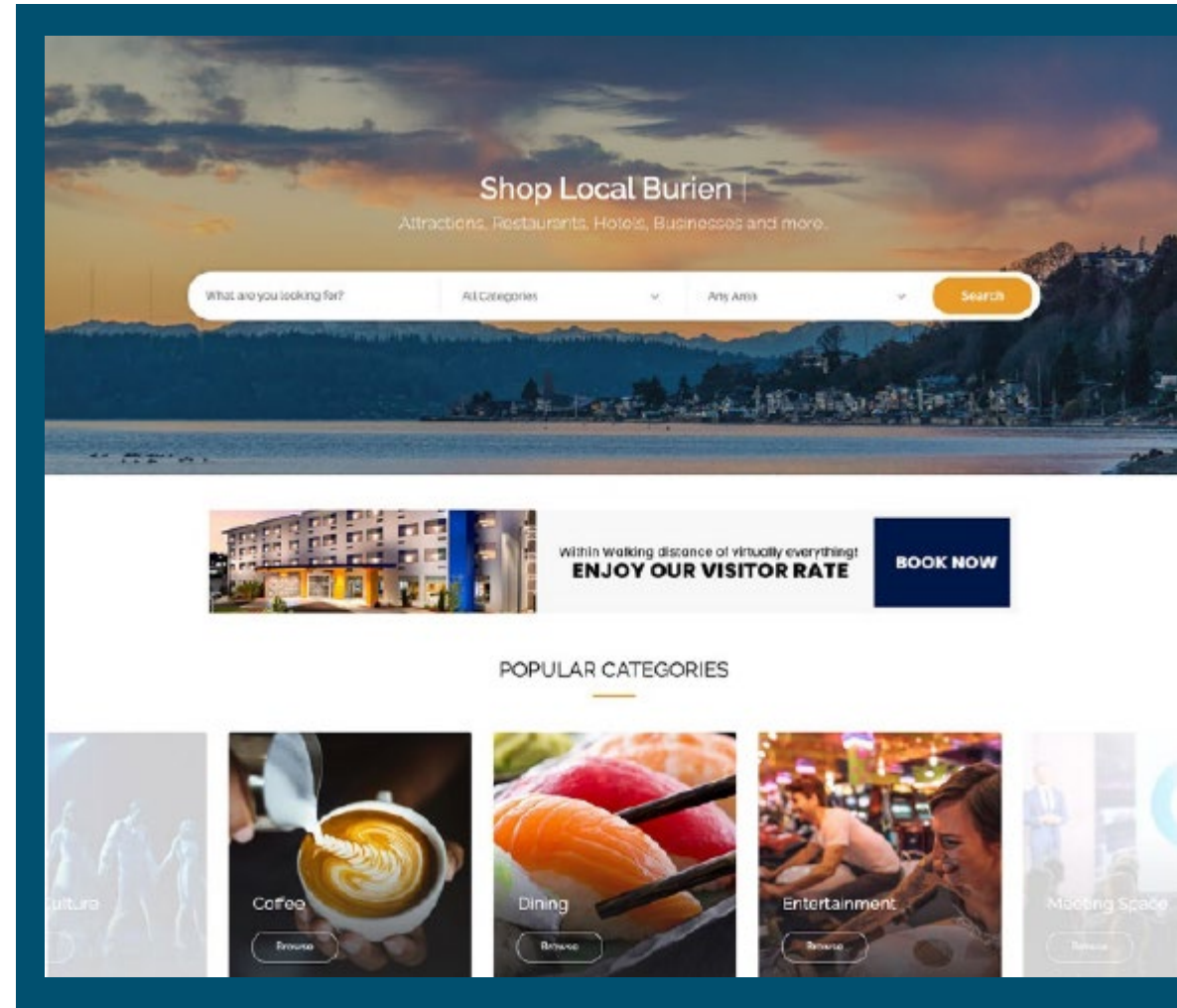
- Converted four temporary structures into a “pop-up” retail incubator with Mercy Corps Northwest and provided business recruitment, business counseling, and microfinance resources.
- Rent payments were reduced through a ten percent profit-sharing concession agreement.



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

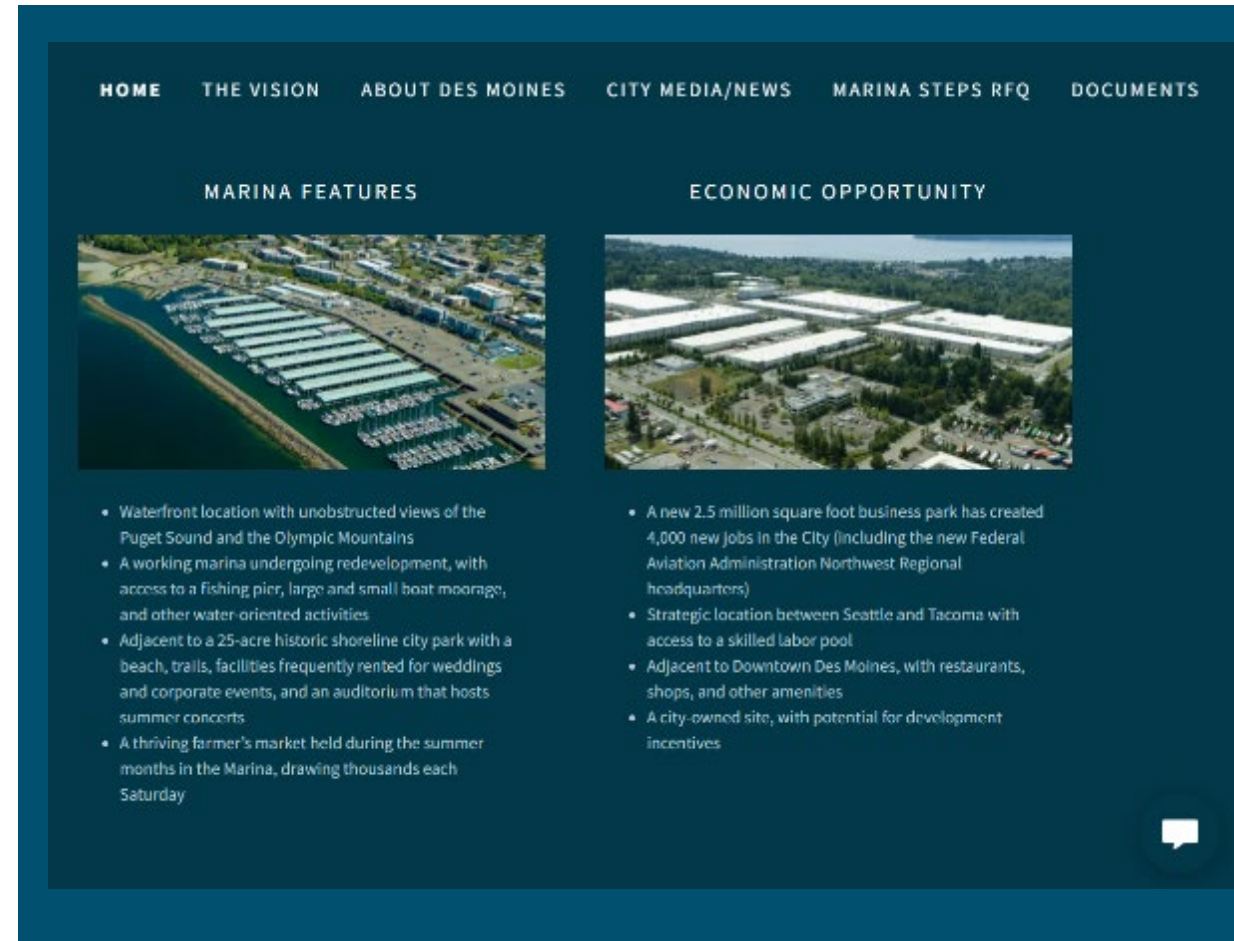
- The Green River Small Business Development Center counseled 4 small businesses for 41 hours.
- Launched a multi-faceted “Shop Local” marketing campaign including branding, partnerships, business outreach, in-store promotions, social media engagement, advertising, and signage.



Des Moines


Grant Award: \$32,260

- 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).




HOME THE VISION ABOUT DES MOINES CITY MEDIA/NEWS MARINA STEPS RFQ DOCUMENTS

MARINA FEATURES



- Waterfront location with unobstructed views of the Puget Sound and the Olympic Mountains
- A working marina undergoing redevelopment, with access to a fishing pier, large and small boat moorage, and other water-oriented activities
- Adjacent to a 25-acre historic shoreline city park with a beach, trails, facilities frequently rented for weddings and corporate events, and an auditorium that hosts summer concerts
- A thriving farmer's market held during the summer months in the Marina, drawing thousands each Saturday

ECONOMIC OPPORTUNITY



- A new 2.5 million square foot business park has created 4,000 new jobs in the City (including the new Federal Aviation Administration Northwest Regional headquarters)
- Strategic location between Seattle and Tacoma with access to a skilled labor pool
- Adjacent to Downtown Des Moines, with restaurants, shops, and other amenities
- A city-owned site, with potential for development incentives

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.



SELF-GUIDED ART TOUR OF HISTORIC DUVALL

Duvall's quirky history of art, music, and creativity remains front and center in its downtown. This itinerary guides...

[Read On](#)

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.



The poster is divided into two main sections. The left section features the Enumclaw Field House logo at the top, which includes the text 'ENUMCLAW FIELD HOUSE' and 'EST. 1942'. Below the logo is the tagline 'Historic landmark perfectly restored for your next event'. Three images are stacked vertically: the top one shows the exterior of the large, dark wooden building; the middle one shows a couple in formal attire embracing on a balcony; the bottom one shows a large dining room with many tables set for a formal event. The right section features the Enumclaw Expo Center logo at the top, which includes a red rooster icon and the text 'ENUMCLAW EXPO CENTER'. Below the logo is a list of '2021 EVENTS' and '2022 EVENTS'. The 2021 events include King County Fair (July 15-18), Olympic Kennel Club Dog Show (August 18-22), Enumclaw Pro-Rodeo (August 27-29), Balloon Glow (September 11), and Hometown Holiday Drive-Thru Event (December 10-12). The 2022 event is the Wine & Chocolate Festival (February 4-5). Below the event lists is a section for 'OTHER EVENTS TO WATCH FOR' which includes Barrel Racing, Quilt Show, Ceramic Shows, Gun Shows, Swap Meets, Coat Shows, Toy Dog Shows, Weddings, Memorials, Corporate Events, and Fundraisers. At the bottom right, there is a section for 'RV PARK AVAILABLE FOR OVERNIGHT STAY' with a small image of an RV park. The bottom of the poster contains the address '45224 284TH AVE SE, ENUMCLAW' and the website 'ENUMCLAWEXPO.COM'.

ENUMCLAW FIELD HOUSE
EST. 1942

Historic landmark perfectly restored for your next event

ENUMCLAW EXPO CENTER

2021 EVENTS

- KING COUNTY FAIR
JULY 15-18 (OLDEST FAIR WEST OF THE MISSISSIPPI RIVER)
- OLYMPIC KENNEL CLUB DOG SHOW
AUGUST 18-22
- ENUMCLAW PRO-RODEO AUGUST 27-29
- BALLOON GLOW SEPTEMBER 11
- HOMETOWN HOLIDAY DRIVE-THRU EVENT
DECEMBER 10-12

ALL EVENTS SUBJECT TO CHANGE DUE TO COVID RESTRICTIONS

2022 EVENTS

- WINE & CHOCOLATE FESTIVAL FEBRUARY 4-5

OTHER EVENTS TO WATCH FOR
BARREL RACING, QUILT SHOW, CERAMIC SHOWS, GUN SHOWS, SWAP MEETS, COAT SHOWS, TOY DOG SHOWS, WEDDINGS, MEMORIALS, CORPORATE EVENTS, FUNDRAISERS

RV PARK AVAILABLE FOR OVERNIGHT STAY

45224 284TH AVE SE, ENUMCLAW • ENUMCLAWEXPO.COM

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.

Event-Based Tourism: Off-Season Opportunities for Federal Way

December 2020



Metropolitan Center for
Applied Research & Extension

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.

The Greater Issaquah Chamber of Commerce and Visitor Information Center
November 7, 2020 · 🌐

Shopping Locally Matters! Every dollar you spend in Issaquah helps save jobs, support local police and fire, and helps local non-profits. PLUS now you can also enter to win cash prizes!
www.issaquahchamber.com/shoplocal #issaquahloyal #iloveissaquah #issaquah #issaquahchamber

WHY BUY LOCAL?

THE OWNERS OF local businesses ARE BEHIND THE COUNTER.

LOCAL BUSINESSES STOCK local products AND BUY LOCAL SERVICES.

LOCAL BUSINESSES SUPPORT LOCAL EVENTS, SPORTS TEAMS & CHARITIES

250% more than big corporations.

BUYING LOCAL KEEPS 4 times THE MONEY IN THE ECONOMY COMPARED TO SHOPPING AT CHAINS.

LO CO

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.

KENT VALLEY
ECONOMIC DEVELOPMENT

HOME WHY KENT VALLEY BUSINESS DIRECTORY REAL ESTATE RESOURCES

Kent Valley is a global aerospace and advanced manufacturing hub in the heart of the Seattle Metro Area.

LEARN MORE >

10,000+ businesses
Including The Boeing Company's Integrated Defense Systems, Blue Origin, Flow International Corporation, Hexcel, and Spacelight Industries.
VIEW BUSINESS DIRECTORY >

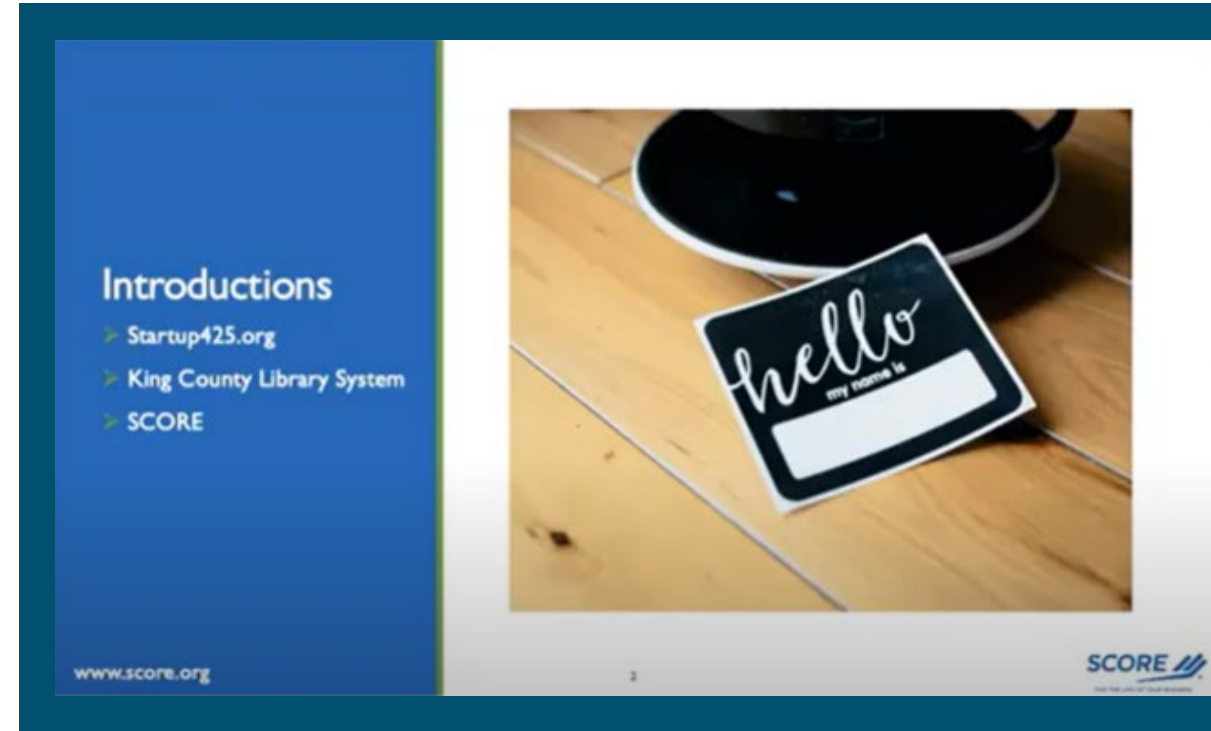
252,000 employees
Kent Valley is a booming jobs destination with a strong, specialized workforce in manufacturing and technology roles.
FIND OUT WHY >

\$6.7 billion in revenue
generated from a diversified industrial portfolio. Kent Valley has the expertise and services to grow your company.
LEARN MORE >

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 a 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)



 **A Webinar for Small Businesses:
Expanding or Establishing Your Digital Presence**
Strategies to gain new customers and grow profits for your business

WHO'S IT FOR
Small businesses who would like to establish or expand their digital marketing and digital presence.

WHAT YOU'LL LEARN

- Strategize ways to help grow your business by establishing or expanding your digital presence.
- Optimize and expand your business, generate more sales and gain more customers, by establishing and expanding your digital marketing and digital presence.
- By attending this webinar, you will be eligible to apply to receive 5 hours of paid service with IYBS Local, Digital Marketing Agency, to strategize and implement tools for establishing or expanding your digital presence for your business.

"Discover what could be holding you back from growing the profit in your business."
— IYBS Local

WHEN
NOVEMBER 8th
• 10am – 11am (PST)
• 6pm – 7pm (PST)
Simultaneous translation will be available during the webinar in Spanish, Vietnamese and Somali.
Webinar will be recorded in English, with subtitles available in Spanish, Vietnamese and Somali.

HOW TO REGISTER
You can register for the FREE virtual webinar using these links:
NOVEMBER 8
At 10:00 am
<https://us02web.zoom.us/join/917858520000>
At 6:00 pm
<https://us02web.zoom.us/join/917858520000>
For questions and more information, contact: shelbyh@businessimpactnw.org

PRESENTER
Annette Washington, Executive Director of IYBS Local, has been serving small business owners for more than 30 years. The mission at IYBS Local is to train and educate local business owners so they know and understand how to use effective Digital Marketing Strategies to grow profits in their business.

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.

