

Port of Seattle Highline Forum: Economic Development Grants, Partnerships & Tourism



Overview

- 1 Introduction
- 2 Economic Development Partnership Grants
- 3 Business Navigator Initiative
- 4 Tourism Recovery

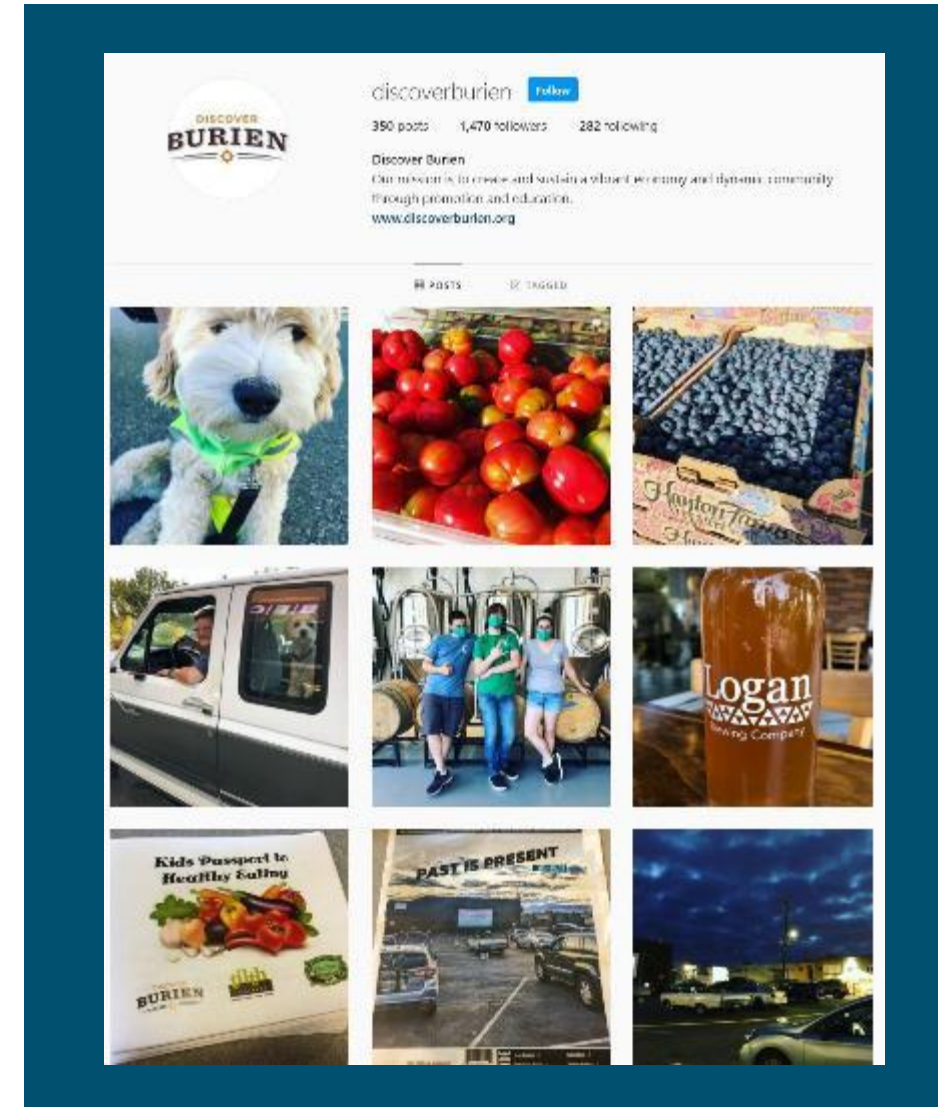
Economic Development Partnership Grant Program

- Created by the Port Commission in 2016.
- The program provides Cities per capita funding to advance local economic development throughout the region.
- Annual grant funding provided on a \$1 per capita formula:
 - Grants capped at \$60,000
 - Smallest cities receive a minimum of \$5,000
- Provides cities some flexibility to define local economic development projects.
- Work needs to tie to Century Agenda and/or Port business interests.
- Require a 50% local match to ensure cities are also committed to project success (monetary or in-kind).



Priorities: Pandemic Relief and Recovery

- Narrowed eligible uses of grant funds to focus on economic relief and recovery:
 1. Small business (and key industry) assistance
 2. Buy local and marketplace development
 3. Local tourism promotion
 4. Workforce retention/ development
 5. Custom COVID-19 Response
- Focus on supporting impacted businesses, communities, and workers



2021 in Review: Partnership Grants Advanced Economic Recovery

26 Cities Participated

Port Funds Used =

\$839,880

City Match Funds =

\$643,760

Total Investments =

\$1,483,640

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

Economic Development Partnership Awards by Project Category

Successes – Small Business Assistance

- Startup 425 and Restart 425 initiatives to support small businesses started by five eastside cities.
- Kent hired World Relief and other CBOs to do outreach and help immigrant/refugee businesses
- Shoreline has helped it farmers market vendors and local artists during the pandemic
- Bothell worked with Mercy Corp to establish four pop-up retail stores for women entrepreneurs

2020 SUCCESS : CITIES DISTRIBUTE CARES FUNDING TO IMPACTED SMALL BUSINESSES

- **30 city grant partners** provided us details on efforts made in 2020 to provide grants/resources to local small biz:
 - Responded to 4,755 grant requests
 - Provided **3,418 grants** to impacted small businesses (and some nonprofits)
 - 1,224 women owned firms
 - 993 minority owned firms
 - 32 veteran owned firms
 - **Provided \$16,426,480 in funding** to small businesses across King County

A number of city grant partners used Port funding to help support these relief efforts

Successes – Promoting Local Business/Placemaking

- City of Duvall 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.
- City of Kenmore **“Back Our Businesses” Campaign** reached 1,100 businesses via email and postcard and 31,000 views on social media.
- City of Mercer Island attracted more than 50 new businesses into the **Minext Buy Local campaign** through advertising, Town Center events, and other campaign-related promotions
- City of Woodinville Implemented **“Explore Woodinville”** local tourism and COVID recovery initiative to promote Woodinville Wine Country



Successes: Promoting Regional Collaboration

- Port grant program has initiated several impactful regional initiatives:
 - **Savor Snoqualmie** – partnership between Carnation, Snoqualmie, North Bend, Duvall and Mountain to Sound Greenway to promote trails and tourism in E King County
 - **Startup 425** – partnership between Issaquah, Kirkland, Bellevue, Renton and Redmond to provide small business assistance
 - **Innovation Triangle** – partnership between Bellevue, Redmond and Kirkland to promote the cities as a location for high tech companies



Investments Across King County

North King County

	2021	Total (4 years)
Port	\$56,645	\$256,645
Cities + Port	\$131,645	\$632,000



South King County

	2021	Total (4 years)
Port	\$400,900	\$2.1 M
Cities + Port	\$741,950	\$3.6 M

East King County

	2021	Total (4 years)
Port	\$325,000	\$1.6 M
Cities + Port	\$523,000	\$2.6 M

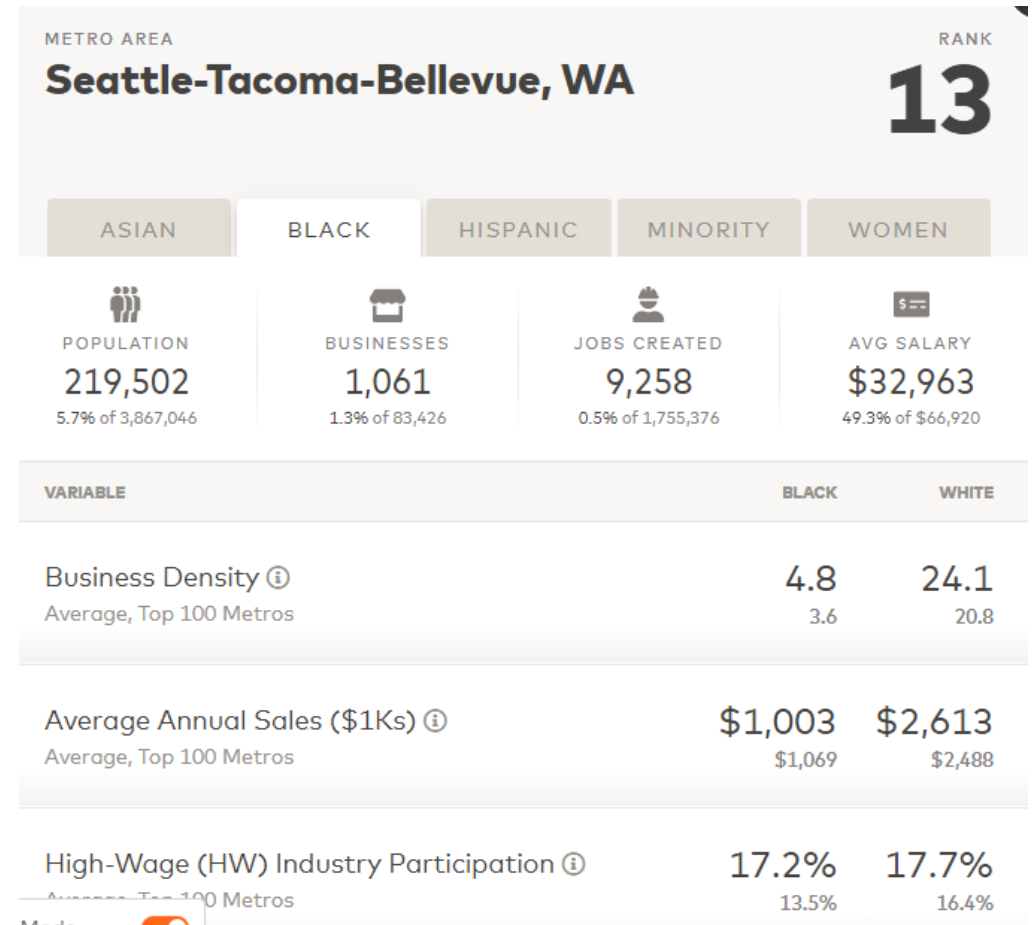
2022-2023 (Two-Year Grant Cycle) Partnership Grants Advanced Economic Recovery

24 Cities Participating
Port Funds Allocated =
\$1,392,058
City Match Funds =
\$883,928.50
Total Investments =
\$2,275,986.50

Grant Project Focus	Port Award	% of Port Award	City Match	Total Investment (Port Award + Match)
Small Business Assistance	\$722,319	52%	\$374,583	\$1,096,902
Buy Local/ Placemaking	\$256,540	18.4%	\$143,906	\$400,446
Tourism	\$284,885	20.4%	\$256,281	\$521,166
Custom COVID-19 Response	\$54,980	4%	\$27,490	\$82,470
Workforce Development	\$73,334	5%	\$71,668	\$145,002
Total	\$1,392,058	100%	\$883,928	\$2,275,986

Building on Partnership to Drive Equity

- Discussions among cities and Port surrounding small business needs and resources have been focal point for last three years
- With pandemic, efforts to support impacted small businesses an increasingly important focus of grant partnership
- Roundtable discussions in 2021 focused on applying for SBA Navigator grant that would provide additional outreach and assistance to BIPOC businesses
 - Grant applications from WA state were not successful
 - Many cities and other entities still interested in this type of outreach to business



[Small Business Equity Toolkit](#)

Trusted Community Partner Network



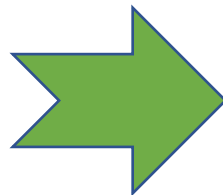
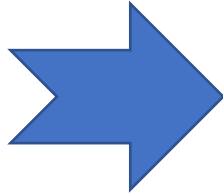
1. **Small businesses have been hard hit by the pandemic.** Ethnic companies have been disproportionately impacted and have had the hardest time accessing relief resources
2. **Would fund and support 10-15+ “Navigators”** across King County to help **impacted** small businesses get the critical help and resources they need to survive
3. **Provides significant outreach/technical assistance** at time when federal resources for recovery are flowing to states and local communities
4. **Sharing costs** can leverage limited resources
5. Cities and communities can **tap into resources to help businesses of all shapes, sizes, and ethnic backgrounds**
6. The TCPN **leverages other organizations providing resources** to small businesses.



Josephina from Tukwila needs a working capital loan to fully reopen her catering company



Joe and Tina need help to grow online sales for their wine bar/bistro café in Burien



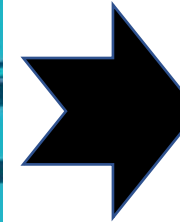
Trusted Community Partner Network

How Can I Help?

Sideen ku caawin karaa?

Cómo puedo ayudar?

Paano Ko Kayo Matutulungan?



Small Business
Development Centers

Community Development
Lending Institutions

Federal ARRA Recovery
Funding

Banks and other lenders

Minority Business
Development Centers

Chambers of Commerce
and Neighborhood
Business Districts

SCORE, Startup 425 and
other business advisors

Workforce Training and
Placement Partners

Scaling the TCPN

Pilot	
Duration	12 mos
# of Navigators	10 x 0.5 FTE
NAV Cost	\$432k
Tech backbone	\$50k
Admin/acct/mktg	\$50-100k
TOTAL \$ per year	532-582k
SM BIZ contacts	3600/yr
SM BIZ referrals	1200/yr
Funding Partners	SMCC, POS, Cities

2 nd Phase	
Duration	12 mos
# of Navigators	12 x 0.5 FTE
NAV Cost	\$518k
Tech backbone	\$50k
Admin/acct/mktg	\$150k
TOTAL \$ per year	\$718k
SM BIZ contacts	5400/yr
SM BIZ referrals	1800/yr
Funding Partners	SMCC, POS, Cities

Full Operations	
Duration	18-24 mos*
# of Navigators	15 x 0.5 FTE
NAV Cost	\$648k
Tech backbone	\$100k
Admin/acct/mktg	\$200k
TOTAL \$ per year	\$948k
SM BIZ contacts	5400/yr
SM BIZ referrals	1800/yr
Funding Partners	SMCC, POS, Cities, KC

Assumptions

- Starting phase
- **Funding by Chamber (100k), Port of Seattle (300K) and willing cities**
- Assume p/t admin staffing, tech backbone, and small marketing budget

Assumptions

- **Scale up based on pilot experiences after 6-12 months**
- Funding by Chamber (100k), Port of Seattle (300K) and willing cities
- Assume F/T admin staffing, larger tech backbone, and additional marketing resources

Assumptions

- Full Operations (Years two and beyond)
- Funding by Chamber (100k), Port of Seattle (300K) and willing cities
- **Assume F/T admin staffing, full tech backbone, significant marketing budget and funding for program evaluation**

Trusted Community Partner Network Next Steps

February – August 2022

Chamber/Port/Cities/CBOs/Advisory Committee will implement community engagement and program design elements, which include designing the role of the business navigators, informing location of services, and designing the technology platform.

2022



Plan/Prep for Engagement

Contract for facilitation, language interpretation, facilities, and develop partnerships.

TCPN Listening Sessions & Outreach

Organize 2-3 in-person listening sessions to solicit input from ethnic and rural businesses. Collect business surveys from contracted organizations and city partners.

September 2022-2024

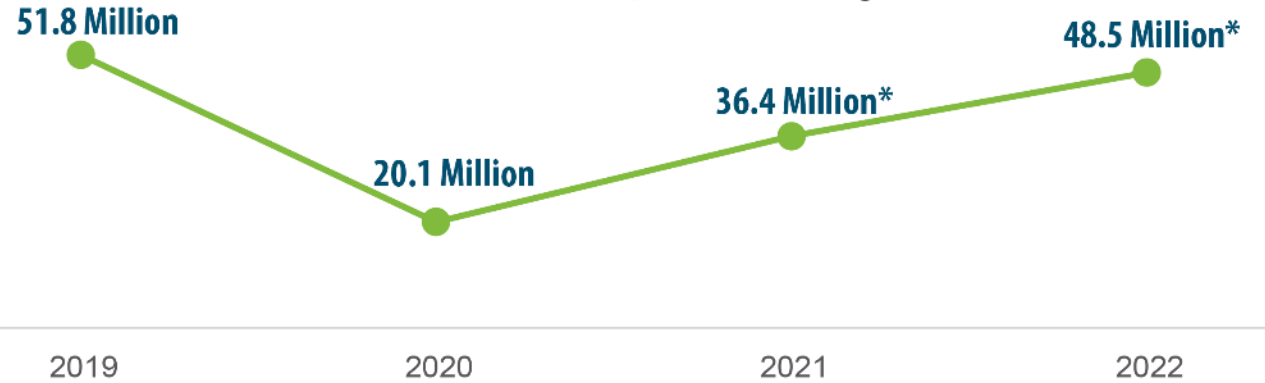
Chamber, Port and participating cities will manage overall Navigator network (contracts with funders, contracts with CBO navigators, etc.)

2021 Tourism/Travel Slowly Rebounding

SEA AIRPORT



Total SEA Airport Passengers

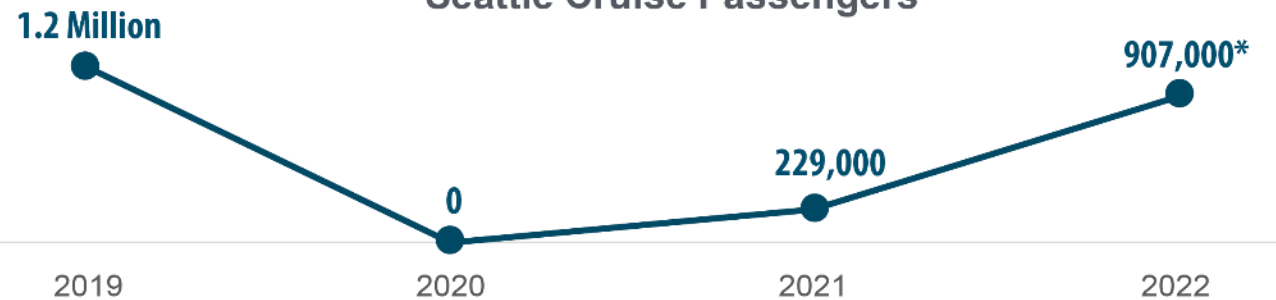


* Estimated Passengers

CRUISE SEATTLE



Seattle Cruise Passengers



* Estimated Passengers

Tourism Recovery Investments

- Port Commission authorized \$1.5 million tourism recovery initiative in partnership with WA Tourism Alliance
 - Initiative included:
 - Paid Destination Advertising Campaign to Regenerate North American Air Markets
 - Travel Publicity Campaign
 - Industry Recovery and Destination Development Plan.
 - Travel Trade Sales and Promotions
 - WTA made additional **\$830,000** investments to further leverage recovery initiative



Tourism Recovery Investments

2022 Planned Investments

- Tourism Marketing Grant Program
 - \$200,000 (approx. 20 \$10k grants)
 - Environmental & Equity Lens Focus
- Airport Spotlight Advertising (104 slots)
 - 15 spots/quarter based on lottery
 - Six/quarter to SEA Airport neighbor communities
 - Five/quarter to WTA to assist in Tourism Recovery statewide
 - **WTA committed 1/5 of locations toward indigenous and ethnic diversity**



**STEP
INTO
THE
STORY**

WING LUKE MUSEUM

The only Pan-Asian American museum in the nation located within walking distance from the Chinatown-International District Link Lightrail Station

www.wingluke.org

SEATTLE-TACOMA INTERNATIONAL AIRPORT
Port of Seattle

Questions?

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