



INFORMATIONAL MEMORANDUM

TO: Community Services & Safety Committee

FROM: Derek Speck, Economic Development Administrator

CC: Thomas McLeod

DATE: March 5, 2024

SUBJECT: 2024 Port of Seattle Economic Development Grant

ISSUE

Staff requests approval to apply for the Port of Seattle's 2024 economic development grant.

BACKGROUND

The Port of Seattle is accepting applications for its 2024 Economic Development City Partnership Grant Program. Applications are due April 12. Funds are based on each city's population and the City of Tukwila is eligible to receive \$22,780. The Port requires the applicant to provide matching funds of at least 50 percent of the grant. Of the required match, at least half needs to be met by direct city expenditures such as contracts for services. The balance of matching funds may be met through in-kind resources such as staff time. The City would have to expend the Port funds by the end of October 2024.

In the past the Economic Development division used the funds for a variety of purposes such as a business recruitment website, economic development data, grants to support childcare businesses during the pandemic, to help small businesses develop their digital resources, to update the City's business recruitment marketing collateral, and to support Experience Tukwila digital marketing.

DISCUSSION

For 2024, staff would like to use the grant for Experience Tukwila social media campaigns and website search engine optimization, promoting Tukwila to businesses in aerospace and advanced manufacturing, and technical assistance to small businesses through community-based organizations. We would provide a final report to the Port of Seattle in November.

FINANCIAL IMPACT

There would be no net effect on the City's financial position because the Port grant would be additional revenue that would cover the additional costs. The City's matching funds are already included in the 2024 lodging tax budget. The grant revenue was not included in the 2024 budget and so a budget adjustment for \$22,780 of revenue and expenses may be necessary.

RECOMMENDATION

Staff requests the Committee's permission to apply for the grant.

ATTACHMENTS

Port of Seattle economic development grant application (blank)



2024 Economic Development City Partnership Grant Application Instructions

Overview

The Port of Seattle Economic Development Partnership Program is a cooperative economic development grant program to help support local and regional economic development initiatives across King County. The Port is offering participating King County cities awards to fund projects and initiatives that address economic growth, encourage the use of the Port’s facilities, and diversify the business ecosystem by increasing access and support for disadvantaged businesses, women-owned, and/or minority-owned business enterprises (WMBE).

Funding Eligibility

Grants are made to King County cities on a per-capita calculation based on [Washington State Office of Financial Management](#) annual population estimates. Cities with populations less than 10,000 people are eligible to receive \$10,000 in grant funds and cities with populations more than 60,000 people are eligible to receive \$60,000 annually.

2024 Maximum Grant Award Amounts by City*

City	Grant Award	City	Grant Award
Algona	\$10,000	Lake Forest Park	\$13,630
Auburn (part)	\$60,000	Maple Valley	\$28,640
Beaux Arts Village	\$10,000	Medina	\$10,000
Bellevue	\$60,000	Mercer Island	\$25,790
Black Diamond	\$10,000	Milton (part)	\$10,000
Bothell (part)	\$29,280	Newcastle	\$13,610
Burien	\$52,560	Normandy Park	\$10,000
Carnation	\$10,000	North Bend	\$10,000
Clyde Hill	\$10,000	Pacific (part)	\$10,000
Covington	\$21,600	Redmond	\$60,000
Des Moines	\$33,260	Renton	\$60,000
Duvall	\$10,000	Sammamish	\$60,000
Enumclaw (part)	\$13,090	SeaTac	\$31,740
Federal Way	\$60,000	Shoreline	\$60,000
Hunts Point	\$10,000	Skykomish	\$10,000
Issaquah	\$41,290	Snoqualmie	\$14,500
Kenmore	\$24,230	Tukwila	\$22,780
Kent	\$60,000	Woodinville	\$13,830
Kirkland	\$60,000	Yarrow Point	\$10,000

*Based on 2023 OFM Population estimate



Match Requirement

Grant funds require a 50 percent match of dollars or in-kind resources. In-kind resources can only be used for up to 25 percent of the grant award amount. For example, a grant request for \$50,000 in Port funds would require the city to commit \$25,000 in matching dollars and/or in-kind resources. Of that \$25,000, up to \$12,500 of in-kind resources could be applied toward the match requirement.

New this year - For smaller cities receiving Port grants of \$10,000, cities may use *in-kind resources* to supplement up to the 50 percent of the match requirement. For example, if a grant request is for \$10,000 in Port funds, 50 percent of the grant could be matched by up to \$5,000 by in-kind resources.

Who can apply and how may the funds be used?

Eligible Applicants

City governments in King County with populations less than 200,000.

Eligible Projects

Port of Seattle funds must be used on projects that tie to the Port of Seattle's business interests.

Eligible projects include:

Small Business Technical Assistance

- Accelerator/Incubator support
- Business planning/counseling
- Marketing/market development, etc.
- Government procurement technical assistance
- Financing assistance

Business Recruitment

- Marketing/Attraction campaigns
- Prospecting missions
- Trade show marketing
- Other marketing and sales initiatives

Industry/Small Business Retention/Expansion

- Business outreach and referrals to technical assistance (including surveys*)
- Industry roundtables
- Industry seminars

Tourism

- Traditional/Digital marketing campaigns
- Video/Photo/Collateral production and deployment
- Event development to attract non-local visitors



Buy Local/Placemaking

- Farmers Markets/Local Marketplaces/Pop-ups/Other Events benefiting local businesses
- Buy Local campaigns
- Arts/Culture Events
- Leakage Prevention

Workforce Development

- Industry Training
- Occupational Training (ex. welders)
- Preapprentice/Apprenticeship programs

Planning/Feasibility Studies**

- Economic development comprehensive plans
- Feasibility studies supporting business and/or government investment in facilities (ex. Marina)

***Surveys** – If you are conducting business surveys, the Port will want city partners to ask a common (core) set of questions to aggregate survey results across the region. Port staff will set up a meeting with cities conducting surveys to develop these common questions. Cities can add questions beyond these basic core questions.

****Cities may only use Port funding for planning/feasibility studies once every three years, starting this year.**

Ineligible Projects

- Signage and wayfinding projects (cities can instead use investments in signage/wayfinding towards their matching fund requirements)
- Direct cash grants or loans made to businesses or organizations
- Capital projects including projects to construct either new facilities or make significant, long-term improvements to existing facilities
- Underwriting general or capital expenses associated with an event or program already in progress

Metrics and Outcomes

The Port of Seattle is interested in partnering with cities on programs and partnerships that advance economic growth. Cities should use Port grant funding to provide businesses with assistance, create jobs, promote tourism, and encourage economic growth.

New this year – In an effort to capture project results and impacts, the Port is asking Cities to select from the list of defined metrics below and base their reporting requirements for their programs using these metrics.

Please use the list of metrics below and include at a minimum one of the standardized metrics per project when planning programs or initiatives. Specific metrics around number of women-owned and minority-businesses (WMBE) supported should also be included and considered.

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Program Application – 2024 Port of Seattle Economic Development Partnership Program

Modified 02/16/2024

Table of Metrics

<p><u>Small Business Assistance</u></p> <ul style="list-style-type: none"> • # Businesses assisted <ul style="list-style-type: none"> ○ # of WMBE served • \$ of funding secured for businesses <ul style="list-style-type: none"> ○ \$ funding secured for WMBE • # Jobs created/retained <ul style="list-style-type: none"> • # of jobs created/retained for WMBE • # of Attendees to events • # of Trainings offered • # of Individuals trained <ul style="list-style-type: none"> ○ # of WMBE trained 	<p><u>Business Recruitment</u></p> <ul style="list-style-type: none"> • # Businesses recruited <ul style="list-style-type: none"> • # of WMBE recruited • # of Impressions, website visits, etc. for business recruitment marketing campaigns • # of Tradeshows/missions participated in
<p><u>Industry/Small Business Retention/Expansion</u></p> <ul style="list-style-type: none"> • # Businesses reached <ul style="list-style-type: none"> ○ # of WMBE reached • # of businesses referred to technical assistance resources • # Industry roundtables/seminars hosted • # of Attendees to Industry roundtables/seminars <ul style="list-style-type: none"> • # of WMBE Attendees • # of Surveys collected <ul style="list-style-type: none"> ○ Businessowner demographics ○ Surveys completed in different languages ○ Surveys completed by WMBE 	<p><u>Tourism</u></p> <ul style="list-style-type: none"> • # of Non-local visitors • # of Hotel room nights • # of Businesses participating <ul style="list-style-type: none"> ○ # of WMBE participating • \$ of Increased ticket sales • # of Website visits, impressions, page visits, links clicked, etc.
<p><u>Workforce Development</u></p> <ul style="list-style-type: none"> • # of Trainings offered • # of Individuals trained <ul style="list-style-type: none"> ○ # of WMBE individuals trained • # of Certificates, degrees or credits earned • \$ Wages paid to training graduates • Placement % of training graduates • % and # of WMBE participants 	<p><u>Buy Local/Placemaking</u></p> <ul style="list-style-type: none"> • # of Attendees/participants in events or campaigns • # of Businesses engaged in farmer's markets, Buy Local campaigns, and similar initiatives <ul style="list-style-type: none"> ○ # of WMBE participating • \$ of Revenue generated (per business or in total)



Contract Deadline and Final Reporting

Projects must be completed by December 31, 2024 and grant funds must be spent and invoiced before then.

Final reports will be due Friday, November 15, 2024. The Port will provide a final report template to city partners to complete as part of their final reporting requirements.



Port of Seattle
 2024 Economic Development Partnership Program
 City Application

City: _____

Contact Name: _____

Title: _____

Telephone: _____

Email: _____

Address: _____

City, State, Zip: _____

Alternate Contact: _____

Alternate Telephone: _____

Alternate Email: _____

Declaration: I HEREBY CERTIFY THAT THE INFORMATION GIVEN IN THIS APPLICATION TO THE PORT OF SEATTLE IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Signature of Responsible Official: _____

Print or Category Name and Title: _____

Date: _____

Deadline: The program application must be submitted electronically to the Port of Seattle by Friday, April 12, 2024 by 3:00 pm. Submit the application to: e-submittals-purch@portseattle.org and copy Annie Tran at tran.a@portseattle.org.

Project Description, Goals, Timeline, and Metrics



Please describe each initiative you plan to implement using Port of Seattle funds.

Project categories may include:

- Small Business Assistance
- Business Recruitment
- Industry/Small Business Retention/Expansion
- Tourism
- Workforce Development
- Buy local/Placemaking
- Plans/Special Projects (please consult with Port staff)

See Port Metrics table and be sure to include any WMBE specific metrics.

Project One:

Project Category: Choose an item.

Project Overview/Description:

Smart Goal (Specific, Measurable, Achievable, Relevant, Time-bound):

Timelines:

Project Metrics:

Project Two:

Project Category: Choose an item.

Project Overview/Description:

Smart Goal (Specific, Measurable, Achievable, Relevant, Time-bound):

Timelines:

Project Metrics:

Project Three:

Project Category: Choose an item.

Project Overview/Description:

Smart Goal (Specific, Measurable, Achievable, Relevant, Time-bound):

Timelines:

Project Metrics:



Project Budget

Identify each project budget category, total funds (including the monetary value of in-kind resources), Port of Seattle funds and City monetary and in-kind matching funds. Include the total funds from each column in the second to last row. Include the percentage contributions to the Port of Seattle’s contribution in the last row.

**This table will be used in the contract agreement between the Port of Seattle and each city.

Project Name:	Project Category (Please select one of the categories provided)	Port of Seattle Funds Awarded:	City Monetary Matching Funds:	City In-kind Matching Funds:	Total Funds (Including In-Kind):
Project 1	Choose an item.				
Project 2	Choose an item.				
Project 3	Choose an item.				
<u>Total Funds:</u>					
<u>Percentage contribution to Port Funds*:</u>					

*City monetary and in-kind matching funds must add up to at least 50% of the Port of Seattle funds awarded. In-kind resources can only be used for up to 25 percent of the grant award amount.

New this year - For smaller cities receiving Port grants up to \$10,000, cities may use *in-kind resources* to supplement up to the 50 percent match requirement. For example, if a grant request is for \$10,000 in Port funds, 50 percent of the grant could be matched by up to \$5,000 by in-kind resources.

