



INFORMATIONAL MEMORANDUM

TO: Planning & Economic Development Committee
FROM: Derek Speck, Economic Development Administrator
CC: Mayor Ekberg
DATE: January 8, 2020
SUBJECT: Economic Development Workplan for 2020

ISSUE

Staff seeks the Committee's feedback on the City's economic development workplan for 2020.

BACKGROUND

The City's Economic Development Division of the Mayor's Office leads the City's business retention, attraction and marketing efforts, facilitates commercial real estate development, and serves as a general liaison to the business community.

For 2020, the Economic Development Division's general fund budget is \$319,082 which includes one and a half full-time positions, part-time staff/interns, and \$42,000 for supplies and services. It is likely the City will also receive a \$20,000 grant from the Port of Seattle.

The Economic Development Division also manages the City's lodging tax program. The City uses the 1% tax on certain qualifying overnight stays to promote tourism. For 2020, the lodging tax fund is budgeted to receive \$803,000 in revenue and incur \$695,498 in expenditures and conclude the year with a fund balance of \$1,562,673. In addition to funding a regional tourism organization, local tourism organizations, and special events and marketing, lodging tax also pays for half of a full-time position.

The City's current draft of the economic development division's workplan for 2020 is attached.

DISCUSSION

The City's current draft of the economic development division's workplan for 2020 is attached.

FINANCIAL IMPACT

This item is not requesting Council action and has no financial or budget impact.

RECOMMENDATION

Information and discussion only.

ATTACHMENTS

Draft Economic Development Workplan for 2020



City of Tukwila

MAYORS OFFICE
ECONOMIC DEVELOPMENT DIVISION
2020 WORKPLAN - DRAFT 1-8-20

Project	Description
Tukwila Village	<ol style="list-style-type: none"> 1 Support Tukwila Village Community Development Associates (non-profit) 2 Approve developer parking management plan 3 Approve estoppel certificate of completion for Phase 2
Land Sales	<ol style="list-style-type: none"> 1 Coordinate sale of city property to HealthPoint for health and wellness center 2 Coordinate sale of Longacres parcel 3 Coordinate sale of Newporter parcel
Public Safety Plan	<ol style="list-style-type: none"> 1 Coordinate sale of Traveler's Choice property to affected businesses 2 Support project management team with design and permit review
Economic Development Plan	<ol style="list-style-type: none"> 1 Create an economic development plan for Tukwila
Lodging Tax Advisory Committee	<ol style="list-style-type: none"> 1 Coordinate committee including applications, contracts, and reporting 2 Monitor legislative issues 3 Build upon business relationships
Branding and Tourism Marketing	<ol style="list-style-type: none"> 1 Lead development of branding and wayfinding plan 2 Build partnerships with strategic organizations (e.g. Sounders and Seawolves) 3 Facilitate and sponsor special events such as Rave Green Run, etc. 4 Facilitate art in Southcenter District 5 Facilitate Baker Boulevard for festivals and events 6 Facilitate improvement of Tukwila Pond Park 7 Develop strategy to grow entertainment attractions 8 Develop digital media strategy for visiting and living in the Southcenter District
Policy	<ol style="list-style-type: none"> 1 Manage City's regional transportation policy and advocacy 2 Participate in zoning and on street parking policy for Tukwila Int'l Boulevard
Business Retention, Expansion and Attraction	<ol style="list-style-type: none"> 1 Marketing to attract business and development 2 Networking to attract business and development 3 Respond to business inquiries 4 Support development of TIB with branding, business development, etc. 5 Support maintenance of KentValleyWA.com and SoundsideAlliance.com 6 Provide permitting assistance for priority projects



City of Tukwila

MAYORS OFFICE
ECONOMIC DEVELOPMENT DIVISION
2020 WORKPLAN - DRAFT 1-8-20

Project		Description
Regional ED Organizations	1	Participate in Greater Seattle Partners, Chambers of Commerce, Seattle Sports Commission, Int'l Council of Shopping Centers, etc.
Other	1	Coordinate development agreements (when ED is the lead)
	2	Manage multi-family property tax exemption program
	3	Coordinate Port of Seattle economic development grant
Administrative	1	Participate on Administrative Team
	2	Staff Highline Forum
	3	Staff Soundside Alliance for Economic Development
	4	Staff Port of Seattle Roundtable (START)
	5	Staff Airport Budget Provisio Working Group
Potential Projects	1	Adapt to economic development plan
	2	Coordinate way to leverage business community relationships
	3	Evaluate ZIP code effect on city tax revenue and image
	4	Support analysis of sales tax
	5	Participate in Green and Duwamish River related policies (e.g. levee)
	6	Support analysis of affordable housing economics and policy
	7	Expand branding related to business retention, expansion, and attraction
	8	Support special event permit process to attract strategic festivals and events
	9	Participate in regional economic development policy such as PSRC

Note: The numbers are included for reference only and do not indicate priority or rank.