



INFORMATIONAL MEMORANDUM

TO: Planning and Economic Development Committee

FROM: Derek Speck, Economic Development Administrator

CC: Mayor Ekberg

DATE: July 14, 2020

SUBJECT: Business Recovery Update

ISSUE

This item is intended as an update and discussion on Tukwila's business recovery.

BACKGROUND

In May staff from the City's Parks and Recreation Department attempted to call 368 Tukwila businesses to conduct a survey on the effects of COVID-19 on our economy. Of those, staff spoke with 110 businesses. Of the 110 businesses, 46 requested the survey be emailed, 11 were not interested, 2 were partially completed, and 49 were completed over the phone. Two businesses did not speak English.

On June 23 and July 1, staff emailed a link to an online survey to all 990 Tukwila businesses for whom we have email addresses. Of those, we had an open rate of 30% and 36%, respectively and a total of 29 clicks on the survey. We received 12 completed surveys.

The City's purpose for conducting the telephone and online survey of our businesses was order to:

- a. Better understand the extent of current closures and projections for reopening
- b. Ensure businesses are aware of available resources
- c. Learn about their needs so we can assist them
- d. Confirm contact information for future communications
- e. Express the City's support

We ran into some challenges with the survey process and did not complete them as quickly, or as comprehensively, as we had intended. A summary of the survey results is attached. Staff will be available to provide analysis during the meeting.

DISCUSSION

Staff continues to work on the following to support business recovery:

1. Follow-up with requests or specific needs indicated by some of the businesses through their survey responses.
2. Informing businesses of resources that may help them by posting information on the City's website and sending weekly email updates to all businesses (approximately 1,000). Over a five-week period we sent five emails to 1,000 businesses each time. Generally, 30 to 50% of the businesses opened the emails and 10 to 20% who opened the emails clicked on at least one item.
3. Expanding marketing for SavingLocalKC.com.
4. Expanding marketing and branding through ExperienceTukwila.

5. Continuing our work with the Lodging Tax Advisory Committee and exploring more ways to support business recovery.
6. Supporting the Chamber of Commerce's Southside Promise program and using the Port of Seattle grant for additional business advisory assistance.
7. Exploring marketing and event partnerships with Westfield Southcenter and other businesses.
8. Exploring the best options for Tukwila to use the \$31,965 CARES Act grant from King County.
9. Exploring whether Tukwila should apply, or partner with other cities to apply for a grant from the US Economic Development Administration (EDA).

As businesses have reopened, staff has restarted work on other items on our 2020 workplan (see attached). Staff welcomes Committee feedback on business recovery work and other priorities on the work plan.

FINANCIAL IMPACT

No budget changes are requested at this time.

RECOMMENDATION

Information and discussion only.

ATTACHMENTS

Business Survey Results
2020 Economic Development work plan

City of Tukwila Business Survey Answers

Questions and Answers	Counts	
	Telephone Survey	Online Survey
<u>Preferred Language</u>		
English	41	10
Mandarin	0	2
Not Answered	8	0
Total	49	12
<u>Product or Service Description</u>		
Distribution/warehousing/logistics	1	
Lodging	2	
Manufacturing	2	
Retail	5	1
Other: Services to Businesses	6	5
Other: Services to Consumers	7	4
Other	23	2
Not Answered	3	
Total	49	12
<u>Are You Currently Open for Business?</u>		
No, we are closed due to the Governor's Order	8	1
No, other reasons	0	1
Yes	26	7
Yes, but our services are limited	13	3
Not Answered	2	0
Total	49	12
<u>Have You Lost Business Due to COVID-19?</u>		
Yes	38	11
No	9	1
Not Answered	2	0
Total	49	12
<u>How Much Business Have You Lost?</u>		
Less than 10%	5	1
About 33%	9	1
About 50%	8	1
About 75%	3	3
About 100%	6	2
Not Answered	18	4
Total	49	12

How Many Full-Time Jobs Normally Work at this Location?

Low	0	1
High	150	55
Average	17	9
Total	716	106
Not Answered	8	0

How Many Part-Time Jobs Normally Work at this Location?

Low	0	0
High	70	9
Average	4	2
Total	174	22
Not Answered	7	0

Have You Laid-Off, Furloughed, or Reduced Hours for Workers
Due to COVID-19?

Yes	24	6
No	20	5
Not Answered	5	1
Total	49	12

How Many Were Full-Time?

Low	1	0
High	97	8
Average	15	1
Total	262	13
Not Answered	32	6

How Many Were Part-Time?

Low	0	1
High	50	8
Average	6	1
Total	83	13
Not Answered	35	6

When Do You Expect to Increase Worker Hours, Rehire Workers,
Or Hire New Workers?

Other	15	3
Not Answered	34	9
Total	49	12

When Do You Expect to Reopen?

As Soon as Governor's Order is Lifted	6	1
Other	5	1
Not Answered	38	10
Total	49	12

If Your Business is Open with Reduced Services, How Soon Do You
Expect to Return to Providing Regular, Full Service?

As customers and demand returns	6	
As soon as Governor's Order is Lifted	10	
Other	29	
Not Answered	4	
Total	49	

Once Non-Essential Businesses Are Allowed to Reopen, What is the
Most Important Thing to Help Your Business?

Customer demand and/or safety	10	3
Other	3	7
PPE	2	1
Not answered	34	1
Total	49	12

Once Businesses Are Allowed to Reopen, Would You
Want Any of the Following Types of Assistance?

Assistance getting supplies, equipment, or stock	3	3
Assistance with finance	1	1
Assistance with marketing	1	5
Training or other information related to COVID	4	1
Other	0	2
Not Answered	40	0
Total	49	12

Has Your Business Applied for a PPP Loan?

Yes	25	8
No	22	4
Not answered	2	0
Total	49	12

If Yes, What is the Status?

Approved	19	7
Amending application	1	0
Waiting to hear	3	0
Rejected	1	1
Not answered	25	4
Total	49	12

Has Your Business Applied for an SBA EIDL Loan?

Yes	7	8
No	39	4
Not answered	3	0
Total	49	12

If Yes, What is the Status?

Approved	4	5
Amending application	1	0
Waiting to hear	1	2
Rejected	0	1
Not answered	43	4
Total	49	12

In the Past Four Weeks, Have You Received Any Emails from the City's Office of Economic Development?

Yes	7	8
No	40	4
Not answered	2	0
Total	49	12

Are You Familiar with the City's Webpage Listing Resources That May Help Small Businesses During COVID?

Yes	10	8
No	37	4
Not answered	2	0
Total	49	12

Are You Interested in Participating in SavingLocalKC.com?

Yes	7	
No	40	
Not answered	2	
Total	49	

Have You Visited the City's Website SavingLocalKC.com?

Yes		3
No		8
Not answered		1
Total		12



City of Tukwila

MAYORS OFFICE
ECONOMIC DEVELOPMENT DIVISION
2020 WORKPLAN - DRAFT 1-16-20

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
Regional ED Organizations	<ol style="list-style-type: none"> 1 Participate in Greater Seattle Partners, Chambers of Commerce, Seattle Sports Commission, Int'l Council of Shopping Centers, etc.



City of Tukwila

MAYORS OFFICE
 ECONOMIC DEVELOPMENT DIVISION
 2020 WORKPLAN - DRAFT 1-16-20

Project	Description
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
Additional/Small	1 Business outreach for plastic bag policy 2 BNSF study 3 Crosswalk art
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

Notes:

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

This workplan was planned in January 2020 which was before COVID-19 pandemic began in the U.S.

This workplan does not include economic development work related to COVID-19 business recovery.