



INFORMATIONAL MEMORANDUM

TO: Planning & Economic Development Committee

FROM: Derek Speck, Economic Development Administrator

CC: Mayor Ekberg

DATE: July 27, 2020

SUBJECT: Economic Development Workplan for 2020: Update

ISSUE

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

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. The Economic Development Division also manages the City's lodging tax program.

Staff provided a draft of the economic development division's workplan for 2020 to the Committee at its meeting on January 13, 2020. At that time, the Committee expressed a desire for the Economic Development Plan to be completed by summer 2020 and recognized that would require hiring a consultant. On 2/3/20 the Committee gave staff approval to issue an RFP to select a consultant and acknowledged the cost would be \$50,000 to \$70,000 and would require a budget amendment.

In early March 2020 the COVID-19 pandemic was becoming more obvious and on March 16, 2020 the Governor announced a statewide closure of all restaurants, bars, entertainment and recreational facilities, and a limit on large gatherings. During this time Economic development staff turned its focus to supporting the City's emergency operations unit and helping businesses mitigate, respond, and recover. Throughout the pandemic, staff has spent most of its time on business recovery work such as the following:

1. Provided information to businesses through the City's website and emails (approximately weekly) with information and resources.
2. Monitored the pandemic and its effect on the economy.
3. Created and implemented the Great Tukwila Carry-Out marketing campaign to support restaurants.
4. Provided recommendations on the State's Working Washington Small Business Emergency Grant Program.
5. Conducted weekly "windshield surveys" of Tukwila businesses closure compliance and business activity assessment.
6. Participated in the Southside Mitigation and Recovery Taskforce (SMART) which is lead by the Seattle Southside Chamber of Commerce.

7. Created and implemented www.SavingLocalKC.com with a marketing campaign to help local businesses make online and phone sales transactions.
8. Conducted a business survey (online and via telephone).
9. Explored collaborations with other regional partners for grants such as the opportunity from the US Economic Development Agency.

DISCUSSION

The City's current draft of the economic development division's workplan for 2020 is attached with changes from the January version shown in ~~strikeout~~ and underline. The main change is that, due to the pandemic, staff has been working on business recovery instead of the economic development plan.

Following are ongoing business recovery work items:

1. Following up with requests or specific needs indicated by some of the businesses through their survey responses or other contacts.
2. Providing information to businesses through the City's website and emails (approximately weekly) with information and resources.
3. Monitoring and researching to understand the economy's recovery and to find additional resources.
4. Expanding marketing for SavingLocalKC.com.
5. Expanding marketing and branding through ExperienceTukwila.
6. Continuing our work with the Lodging Tax Advisory Committee and exploring more ways to support business recovery such as a rebate program.
7. Supporting the Chamber of Commerce's Southside Promise program and using the Port of Seattle grant for additional business advisory assistance.
8. Exploring marketing and event partnerships with Westfield Southcenter and other businesses.
9. Coordinating Tukwila's use of the \$31,965 CARES Act grant from King County.
10. Monitoring for other grant opportunities.
11. Supporting City regulation revisions, if needed, to support business.

If the Committee and Council are interesting in making the economic development plan a top priority, some considerations are:

1. Authorizing funding
2. Outreach will need to be more online and through virtual meetings than in person. Some businesses may not be as available to participate as they focus on recovery.
3. The economy is in a drastic state of flux. We would need to make assumptions as to the timing of the recovery and what the economy will look like afterward. For example, a vaccine could significantly affect how businesses operate.
4. What other work should be a lower priority.

One option is to work on the economic development plan as time is available as a secondary priority but to elevate specific work items that are relatively easy to implement and move forward now. As an example, the City could create an inexpensive marketing campaign that focuses on attracting a particular business cluster such as those related to architecture and interior design

since we are so close to the Seattle Design Center. Staff welcomes feedback from the Committee on items that could fit into the workplan.

FINANCIAL IMPACT

This item has no financial or budget impact at this time.

RECOMMENDATION

Information and discussion only.

ATTACHMENTS

Current Economic Development Workplan for 2020



City of Tukwila

MAYORS OFFICE
ECONOMIC DEVELOPMENT DIVISION
2020 WORKPLAN - DRAFT 7-27-20

Project	Description
Tukwila Village	<ul style="list-style-type: none"> A Support Tukwila Village Community Development Associates (non-profit)* B Approve developer parking management plan* C Approve estoppel certificate of completion for Phase 2*
Land Sales	<ul style="list-style-type: none"> A Coordinate sale of city property to HealthPoint for health and wellness center* B Coordinate sale of Longacres parcel C Coordinate sale of Newporter parcel D <u>Coordinate sale of former fire station 53 parcel</u> E <u>Coordinate sale of Minkler parcel</u> F <u>Coordinate sale of George Long shops parcel</u>
Public Safety Plan	<ul style="list-style-type: none"> A Coordinate sale of Traveler's Choice property to affected businesses* B Support project management team with design and permit review*
Economic Development Plan	<ul style="list-style-type: none"> A Create an economic development plan for Tukwila B <u>Increase understanding and inclusion of equity and social justice*</u>
Business Recovery	<ul style="list-style-type: none"> A <u>Monitor the pandemic, economy and resources. Inform businesses*</u> B <u>Coordinate use of \$31,965 business support grant from King County*</u> C <u>Develop and implement SavingLocalKC.com*</u> D <u>Conduct business survey* - Done</u> E <u>Provide recommendations for Working Washington Grants* - Done</u> F <u>Conduct windshield surveys for business compliance and activity* - Done</u> G <u>Develop and implement the Great Tukwila Carry-out* - Done</u>
Lodging Tax Advisory Committee	<ul style="list-style-type: none"> A Coordinate committee including applications, contracts, and reporting* B Monitor legislative issues C Build upon business relationships*
Branding and Tourism Marketing	<ul style="list-style-type: none"> A Lead development of branding and wayfinding plan* B Build partnerships with strategic organizations (e.g. Sounders and Seawolves) C Facilitate and sponsor special events such as Rave Green Run, etc. D Facilitate art in Southcenter District* E Facilitate Baker Boulevard for festivals and events F Facilitate improvement of Tukwila Pond Park* G Develop strategy to grow entertainment attractions H Develop and implement digital media strategy for ExperienceTukwila* I <u>Develop digital media strategy for visiting and living in the Southcenter District*</u>
Policy	<ul style="list-style-type: none"> A Manage City's regional transportation policy and advocacy* B Participate in zoning and on street parking policy for Tukwila Int'l Boulevard*



City of Tukwila

MAYORS OFFICE
ECONOMIC DEVELOPMENT DIVISION
2020 WORKPLAN - DRAFT 7-27-20

Project	Description
Business Retention, Expansion, and Attraction	A Marketing to attract business and development
	B Networking to attract business and development
	C Respond to business inquiries*
	D Support development of TIB with branding, business development, etc.
	E Support maintenance of KentValleyWA.com and SoundsideAlliance.com*
	F Provide permitting assistance for priority projects*
Regional ED Organizations	A Participate in Greater Seattle Partners, Chambers of Commerce, Seattle Sports Commission, Int'l Council of Shopping Centers, etc.
Other	A Coordinate development agreements (when ED is the lead)
	B Manage multi-family property tax exemption program (approved projects)
	C Coordinate Port of Seattle economic development grant*
Administrative	A Participate on Administrative Team*
	B Staff Highline Forum
	C Staff Soundside Alliance for Economic Development*
	D Staff Port of Seattle Roundtable (START)*
	E Staff Airport Budget Proviso Working Group*
Small Projects	A Business outreach for plastic bag policy
	B BNSF study
	C Crosswalk art - Done
	D 4Culture grant for Old City Hall preservation plan
	E <u>Bank De-Risking - Done</u>
Potential Projects	A Adapt to economic development plan
	B Coordinate way to leverage business community relationships
	C Evaluate ZIP code effect on city tax revenue and image
	D Support analysis of sales tax
	E Participate in Green and Duwamish River related policies (e.g. levee)
	F Support analysis of affordable housing economics and policy
	G Expand branding related to business retention, expansion, and attraction
	H Support special event permit process to attract strategic festivals and events
	I Participate in regional economic development policy such as PSRC
	J <u>Coordinate policy review for expansion of multi-family tax exemption program</u>

Notes:

Top priority items for 2020 are indicated by an asterisk *

Items that have been removed from the original workplan are shown in strike through.

Items that are underlined have been added since January.