



CITY OF  
MCCLEARY  
ANNUAL  
PRESENTATION  
2022

# Municipal Services Agreement



Encourage  
Favorable  
Business Climate



Support Small  
Business



Encourage  
Workforce  
Training



Attract and Assist  
Relocation of  
New Business



Address Issues  
Hindering Business  
Expansion



Encourage  
Tourism

# Overview: City of McCleary

- ▶ **GGHI Member Businesses: 1**
- ▶ **Businesses Receiving Online Benefits: 4**
- ▶ **Business Online Directory Listing**
  - ▶ **Search: 2112**
  - ▶ **Views: 392**
  - ▶ **Referrals: 9**

# Overview: City of McCleary

- ▶ **Business Recruitment Projects: 7**
  - ▶ **Jobs Represented: 1250**
  - ▶ **Capex Represented: \$290M**

# What We've Been Up To



1. Business Assistance & Relief



2. Developing the Economy



3. Promoting Local Business



4. Investing in our Workforce

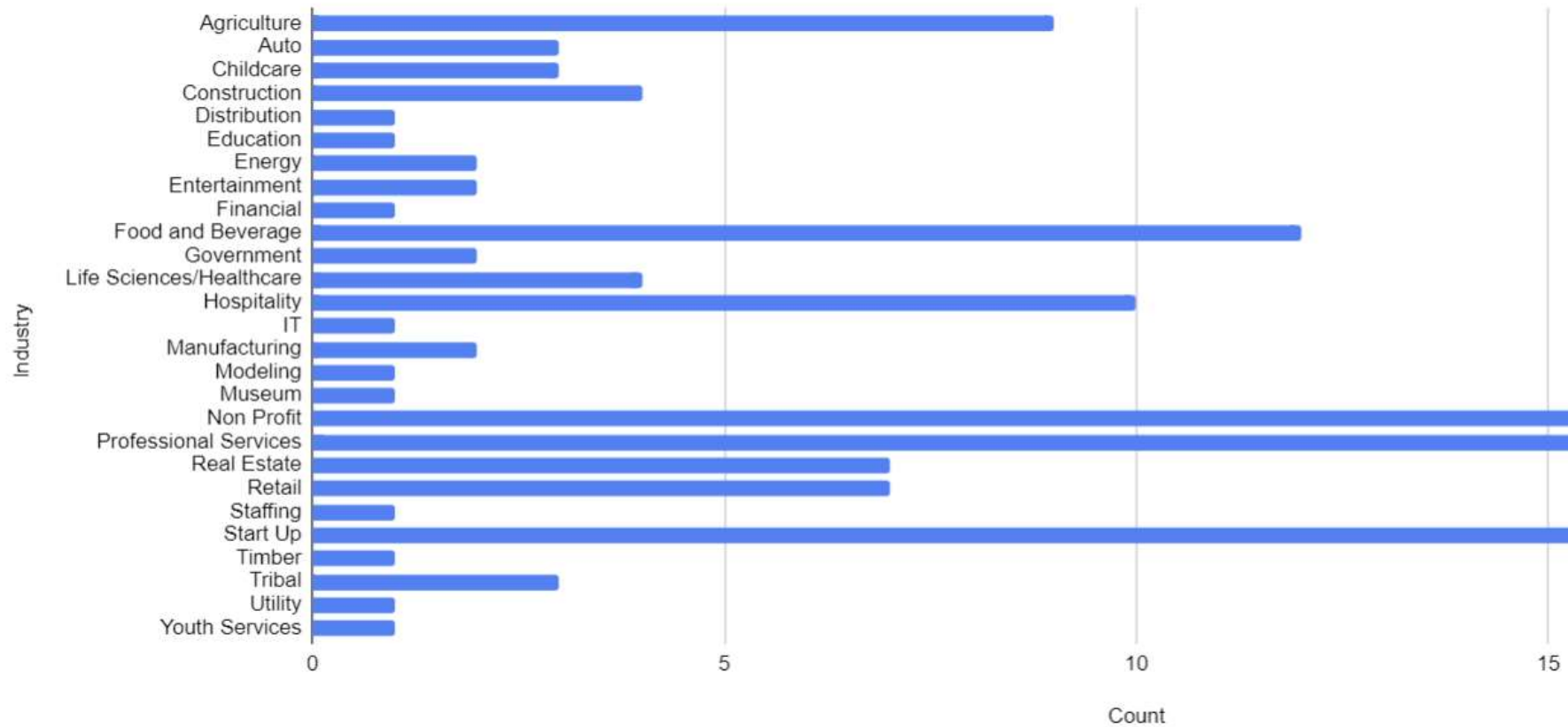
# Business Assistance

## **Businesses Assisted: 129**

- ▶ Explaining COVID-19 relief options
- ▶ Access to capital
- ▶ General business consultation
- ▶ Start-Up support (18)

# Business Assistance (cont.)

Industry



# Small Business Grants

- ▶ **CDBG Grant for Microenterprises - \$112,500 (Winter 2021/2022)**
  - ▶ \$10,000 grants with \$22,500 reserved for childcare industry
    - ▶ \$30,000
- ▶ **Other funding disbursed by partners:**
  - ▶ Festival and Events Grants
  - ▶ Working Washington 4 and 4.5
  - ▶ Working Washington 5
  - ▶ NOAA Fisheries Grants
  - ▶ Small Business Flex Fund



## 2. Developing our Economy



Business Retention & Expansion



Entrepreneurial Development



Business Attraction



Tourism Economic Development

# Business Retention & Expansion

## **Business Visits: 23+**

- ▶ Maintain healthy relationships with local businesses
- ▶ Plug businesses into support ecosystem
- ▶ Connect them with assistance programs
- ▶ Advocate for them so they can focus on their business

# Business Retention & Expansion

## **BRE and Recruitment**

- ▶ .09 Fund Administration
- ▶ Broadband Action Team
- ▶ Community informed economic development
- ▶ U.S. Chamber Business Leads
- ▶ IEDC Policy Action Committee
- ▶ WEDA Workforce Housing Committee
- ▶ WEDA Rural Economies Committee

# Entrepreneurial Development

## **Businesses Trained: 63**

- ▶ **Build Your Business Series with Timberland Regional Library**
  - ▶ Business Development
  - ▶ Employee Development
  - ▶ Non-Profit Resources
- ▶ **Preparing for Working Washington 5**
  - ▶ UEI with Washington State Procurement Technical Assistance Center
- ▶ **"Ask the Expert" Lunch & Learn Series – funded by GHCF**
  - ▶ Marketing, Finance, Talent Recruitment/Retention, Customer Service, Online Sales

# Business Attraction

- ▶ We **promote Grays Harbor** as a great place to do business and **work with employers** who are considering Grays Harbor for their next location.
- ▶ Much of this work is done in conjunction with our partners at the **Washington State Department of Commerce**, the **Port of Grays Harbor**, and **Grays Harbor PUD**.
- ▶ **Distribution of Grays Harbor Economic Vitality Index** to site selectors across the globe (500+)

# Business Attraction (cont.)

- ▶ **Recruitment Projects: 11**
- ▶ **Capex Represented: \$290M**
- ▶ **Jobs Represented: 1370**

# Department of Commerce Business Attraction (cont.)

## ▶ **Barge Builder/Seafood Re-Processor | 88 jobs**

- ▶ Pursuing site in Aberdeen
- ▶ Looking for long-term site

## ▶ **Project Shelter | 120 jobs**

- ▶ Light manufacturing
- ▶ Reviewing sites in Aberdeen/Hoquiam

# Tourism Economic Development


- ▶ We **produce original content** to encourage tourism in Grays Harbor to include website, travel blog and Instagram.
- ▶ We make it easy for tourists to **connect with local businesses and tourism assets**.




# 2022 Project: Discover Grays Harbor Blogs

Call Us Today! (360) 532-1924 | info@graysharbor.org

Jobs Hot Deals Business Directory Events Calendar Member Login **COVID-19 Resources**

 **GREATER GRAYS HARBOR**

HOME BUSINESS PROGRAMS NEWS & EVENTS **LIVE HERE VISIT ABOUT JOIN**



**DO BUSINESS HERE** **LIVE HERE** **VISIT** **COVID-19 RESOURCES**

# Tourism Economic Development (cont.)

- ▶ **2022 Project: Greater Grays Harbor Business Directory**
  - ▶ Working in conjunction with GH County Tourism
  - ▶ Created a complimentary online presence for over 200 hospitality sector businesses in the county.
  - ▶ More visibility for local businesses!
  - ▶ Discover Grays Harbor
    - ▶ Unique originally created content
      - ▶ 25 blogs
      - ▶ Featured 171 businesses
      - ▶ Purchased ad space in digital publications/newsletters

# Tourism Economic Development

- ▶ **Business Listing Page views: 64,972**
- ▶ **Business Category searches: 57,274**
- ▶ **Member Page Views: 77,753**
- ▶ **Business Referrals: 5,869**

### 3. Promoting Local Business



Elevating New GGHI  
Member Visibility



Events



Business Milestone Promotions

# GGHI New Member Promotions



**GREATER GRAYS HARBOR** HOME BUSINESS PROGRAMS

< Previous Next

## Greater Grays Harbor, Inc. (GGHI) is Thrilled to Officially Welcome New Member, Grays Harbor Float & Wellness!

Grays Harbor Float & Wellness is a healing arts center that specializes in floatation therapy and also offers massage, infrared sauna, compression therapy and red light therapy. Floatation therapy is a sensory deprivation therapy that is beneficial for those healing from injuries or with chronic pain as well as those with depression, anxiety, PTSD and stress processing in general.

"My name is Taryn Veloni, I got started with this business by wanting a float tank of my own so I could float regularly without having to drive to Olympia. My friend said I should just start my own float center and I thought "why not?" And what better way to give back to my community then by providing them with a precious resource for many to improve their quality of life."



**Greater Grays Harbor, Inc.**  
Published by Kelsey Norvell · June 2 · 🌐

Greater Grays Harbor is very excited to officially welcome one of our newest members, **GH Float & Wellness!** Now open in Aberdeen at 601 S Boone St. #2, this locally owned and operated business specializes in floatation therapy as well as offers massage, infrared sauna, compression therapy and red light therapy.

Taryn Veloni wanted to give back to her community by providing the precious resource of floatation therapy. Shown to improve the overall quality of life for many, this form of therapy is a precious resource to come by, making GH Float And Wellness one of less than 300 float centers nationwide.

Learn more and book an appointment by heading to our blog 📄 [http://graysharbor.org/journal/2023/06/02/ggh-comes-new-member...](http://graysharbor.org/journal/2023/06/02/ggh-comes-new-member.../)



# GGHI New Member Promotions



# Events

- ▶ **Legislative Sendoff (Jan) - Virtual**
- ▶ **GGHI Annual Meeting (Feb)**
- ▶ **Lunch with the Mayors (March)**
- ▶ **Weekly Legislative Affairs Briefings**
- ▶ **Business Forum – Legislative Wrap-Up**
- ▶ **Business Forum – State of Tourism**
- ▶ **State of Grays Harbor – Economic Vitality Index**
- ▶ **Business Forum – Meet the Leaders**
- ▶ **GGHI Member Appreciation BBQ**
- ▶ **Business Forum – Candidate Forum**
- ▶ **Leader’s Banquet (finally!)**

# Business Milestone Promotions

- ▶ **Wildly popular across the county**
  - ▶ **Resumed ribbon cuttings in 2022**
    - ▶ **26 since early February**
      - ▶ **74% members or newly converted members**



## 4. Investing in Tomorrow's Leaders



Leadership Grays Harbor



Greater Grays Harbor  
Foundation

# Leadership Grays Harbor

- ▶ 6-month course on key leadership principles
- ▶ Partnership with Grays Harbor College
- ▶ Explores issues affecting our community
- ▶ Our class of 2022 had **16** graduates
- ▶ Broadest geographic representation in history of program.
- ▶ Graduates included employees from **private, public and tribal entities**
- ▶ 2022 Cohort included a Civic Tour date with:
  - ▶ Brian Shay/Nick Bird – Aberdeen Hoquiam Flood Protection Project
  - ▶ Public Official Panel – Commissioner Quigg, Councilmember Cope, Mayor Winkelman
  - ▶ Large Business Tour – Westport Winery

# Greater Grays Harbor Foundation

In 2022 GGHF was able to fund requests from Washington Business Week and Grays Harbor YouthWorks.

2023 will focus on resuming fund development efforts to return to historical funding levels.



# Membership

- ▶ Membership is on the rebound
  - ▶ Less than 10% below 2019 numbers
- ▶ GGHI Member Dues Relief Fund sponsored by REG
- ▶ For many businesses, their membership in GGHI **provides their only web-based presence** via our online directory.
- ▶ 2022 highlights
  - ▶ Talented hires
  - ▶ Community visibility
  - ▶ Training and assistance opportunities

# 2023 Projects



- Improve outbound business attraction.
- Build cross jurisdictional conversations related to investment, development and advocacy.
- Finalize relaunch of regional Economic Development District.



- Continue business assistance trainings
- Support .09 Fund Administration/BAT
- Leverage community driven economic development survey for strategy.



- Build on 2022 Government Affairs efforts and regional voice in government affairs.
- Advocate for infrastructure investment in GH County.



Thank you!  
Questions?