



MUNICIPAL  
SERVICES  
AGREEMENT  
PRESENTATION

2021

# 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

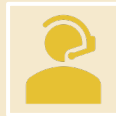


Encourage  
Tourism

# Overview: City of McCleary

- ▶ **GGHI Member Businesses: 1**
- ▶ **Businesses Assisted: 3**
- ▶ **Business Recruitment Projects: 2**
  - ▶ **Jobs Represented: 75**
  - ▶ **Capex Represented: \$35,000,000**
- ▶ **Businesses Receiving Online Benefits: 7**
  - ▶ **Appearing in Search: 2591**
  - ▶ **Business Listing Views: 608**
  - ▶ **Business Referrals: 5/Maps 2**

# What We've Been Up To



1. Providing COVID-19 Business Assistance & Relief



2. Developing the Economy



3. Promoting Local Business



4. Investing in our Workforce

# 1. COVID-19 Business Assistance & Relief



Business Assistance



Small Business Grants



Promoting Relief Programs



Business Impact Surveys

# Business Assistance

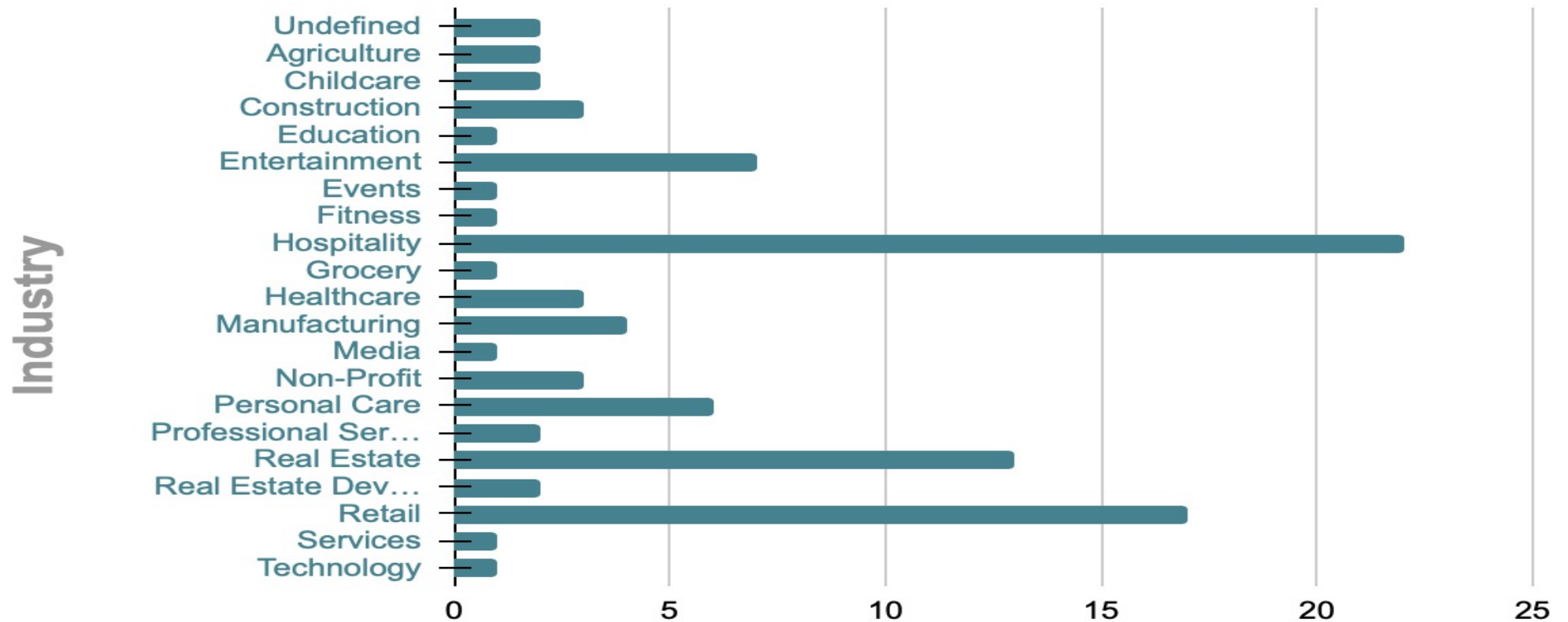
## **Businesses Assisted: 96**

- ▶ Explaining COVID-19 Relief Options
- ▶ Assistance Completing Funding Applications
- ▶ Relocation Navigation
- ▶ General Business Consultation

*Due to high demand related to COVID-19 and mall closure a large volume of business assistance moved from 1:1 to web based group sessions.*

# Business Assistance (cont.)

## Business Assistance Across Industry



# Small Business Grants

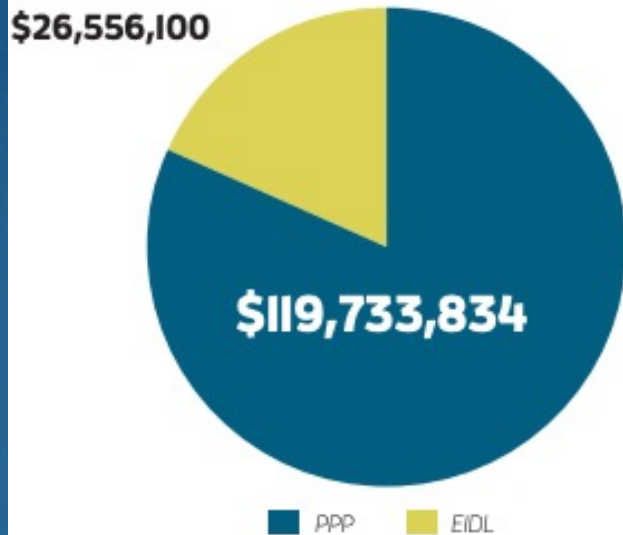
## Total Relief Funding : \$618,500

- ▶ **Working Washington Rounds 1 & 2- \$336,000 (June/Sep. 2020)**
  - ▶ 61 funding awards averaging \$5,500/ea
  - ▶ 57 small businesses; 4 economic development stakeholders
- ▶ **City Relief Grants (Elma, Hoquiam) - \$80,000 (Nov 2020.)**
  - ▶ Funding for small businesses in Elma and Hoquiam
- ▶ **City of Aberdeen- \$90,000 (Spring 2021)**
  - ▶ Funding for businesses with <5 employees
- ▶ **CDBG Grant for Microenterprises - \$112,500 (Fall 2021)**
  - ▶ \$5,000 grants with \$22,500 reserved for childcare industry



# COVID Relief Efforts

## Small Business Administration (SBA) COVID-19 Relief Funding



### PPP (Paycheck Protection Program)

Total PPP Funding: \$119,733,834

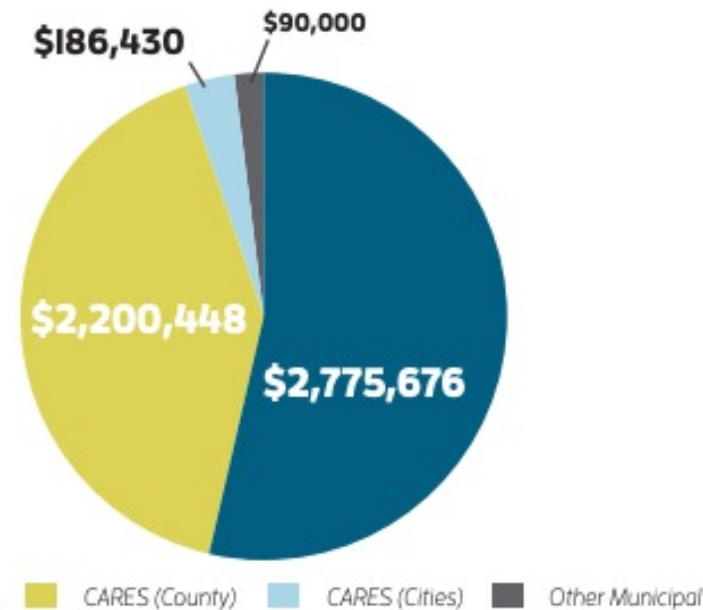
*\*Data through June 1, 2021*

### EIDL (Economic Injury Disaster Loan)

Total Funding: \$26,556,100

*\*Data through April 15, 2021*

## Other COVID-19 Relief Funding



### Working Washington Small Business Grants

Total Working Washington funding \$2,875,676

### CARES Small Business Grants (County)

Total Funding: \$2,200,448.23

### CARES Small Business Grants (City)

Total Funding: \$286,430

### Other Municipal Funding

Total Funding: \$90,000

# Business Impact Surveys

- ▶ **County-wide COVID Impact Survey Follow-up (Dec.)**
  - ▶ **Takeaway #1: Relief funding is getting to businesses, but more is needed throughout the county.**
  - ▶ **Takeaway #2: Most businesses are still reporting decreased business performance due to the pandemic.**
  - ▶ **Takeaway #3: The Hospitality and Retail sectors have been hit the hardest.**
  - ▶ **Takeaway #4: Many businesses report increased expenses related to the pandemic.**

## 2. Developing our Economy



Business Retention & Expansion



Entrepreneurial Development



Business Attraction



Tourism Development

# Business Retention & Expansion

## **Business Visits: 29+**

- ▶ 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

# Entrepreneurial Development

- ▶ **Using Your GGHI Membership to Build Your Business (Nov 2020)**
- ▶ **PPP Round 2 FB Live Workshop (Jan 2021)**
- ▶ **Shoppes at Riverside Weekly Resource Roundtable (March 2021)**
- ▶ **Prepare Your Business for Summer: Free Social Media Marketing Training (May 2021)**
- ▶ **Microenterprise Grants and Technical Assistance (Fall 2021)**
- ▶ **Small Business Accelerator (Fall 2021)**

# 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**.

# Business Attraction (cont.)

- ▶ **Recruitment Projects: 24**
- ▶ **Capex Represented: \$5.6B**
- ▶ **Jobs Represented: 3800**

# Department of Commerce Business Attraction (cont.)

- ▶ **Project Gel-X**

  - Disposable glove manufacturer

- ▶ **Project PNW RE**

  - Clean energy pellet producer PNW RE.



# GGHI Business Attraction (cont.)

## ▶ **Affordable Housing Project**

Working on strategic marketing plan to attract new investors into the affordable housing market opportunities.

## ▶ **Supply Chain Project**

Working with area operations to understand supply chain challenges. Brainstorming with area distributors to create pilot program for small scale emergency relief.

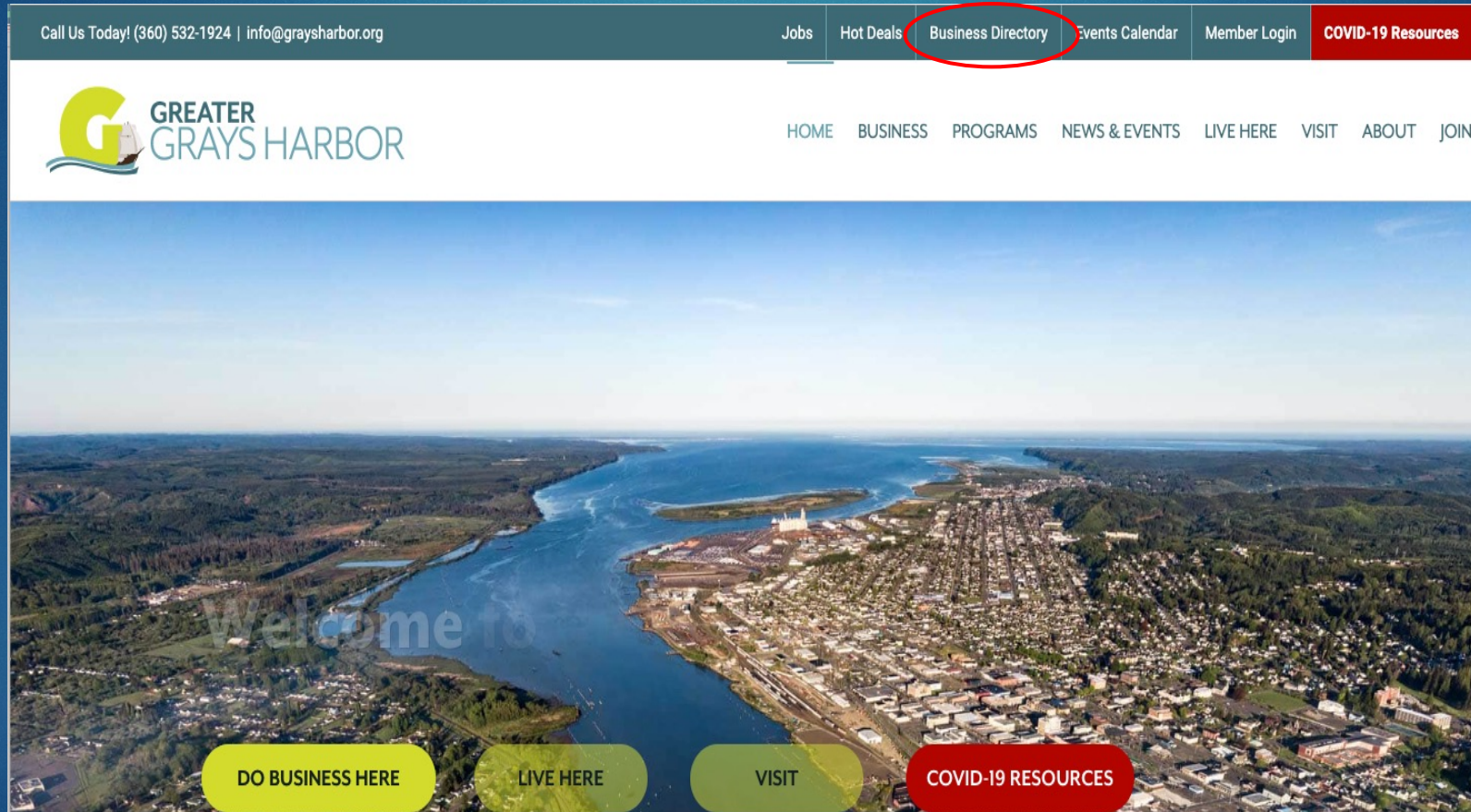
## ▶ **Workforce Education Intermediary**

In discussion private and public educational frameworks to bring training to GH to create local workforce development pipelines.

# 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**.

# 2021 Project: Greater Grays Harbor Business Directory



# Tourism Economic Development (cont.)

- ▶ **2021 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!

# Tourism Economic Development

- ▶ **Business Listing Page views: 76,150**
  - ▶ **90% growth over 2020 performance**
- ▶ **Business Referrals: 3,517**
  - ▶ **95% growth over 2020 performance**

### 3. Promoting Local Business



Elevating New GGHI  
Member Visibility



Events




Business Milestone Promotions

# GGHI New Member Promotions

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

Jobs Hot Deals




HOME BUSINESS

## GGHI WELCOMES NEW MEMBER, FINISH LINE CAR DETAIL!

< Previous Next >

Greater Grays Harbor, Inc. is excited to welcome onboard new member, [Finish Line Car Detail!](#) After a recent change in ownership, this local business has a bright future offering high quality car care services to the Grays Harbor community.

"We purchased the Finish Line in South Aberdeen. Finish Line is a vehicle detail and wash shop. Vehicles can range from cars and semis to tractors and boats. If you can get it here, we will detail it. We offer a variety of services including interior details, exterior details, full details, and glares, to name a few. We are excited to make your vehicle shine on the road.




One of the things that sets us apart is our quality work for affordable prices. We take pride in your cars and show it in our work. Our friendly staff is always willing to talk with you about any of our services.

There are two owners of the Finish Line business, Matthew and Daniel. The two of us have been best friends

Greater Grays Harbor, Inc.  
Published by Kelsey Norvell · August 18 at 11:00 AM · 🌐

It's our pleasure to announce one of our newest members, [Finish Line Car Detail!](#) Located in South Aberdeen. Finish Line is a vehicle detail and wash shop serving vehicles from cars and semis to tractors and boats. If you can get it there, they can detail it.

Head to our blog to learn more about this locally owned business!



GRAYSHARBOR.ORG  
**GGHI Welcomes New Member, Finish Line Car Detail!** [Learn More](#)  
Greater Grays Harbor, Inc. is your regional Chamber of Commerce and Econ

# Events

- ▶ Legislative Roundtable (Jan)
- ▶ Legislative Sendoff (Jan)
- ▶ GGHI Membership Luncheon (Feb)
- ▶ Lunch with the Mayors (March)
- ▶ Weekly Legislative Affairs Briefings
- ▶ Business Forum – Boeing
- ▶ Business Forum – COVID Vaccine Rollout and Roadmap to Recovery
- ▶ Business Forum – State of Tourism
- ▶ Leaders Series – Commissioner of Public Lands, Hilary Franz
- ▶ Leaders Series – Legislative Wrap-Up
- ▶ State of Grays Harbor – Economic Vitality Index



# Business Milestone Promotions

- ▶ **Unable to conduct these celebratory events for nearly all of 2020 and most of 2021**
- ▶ **Returned to hosting and promoting these events in April 2021**
  - ▶ **Aberdeen: 7**
  - ▶ **Pacific Beach: 1**
  - ▶ **Westport: 1**
  - ▶ **Elma: 2**
  - ▶ **Hoquiam: 4**
  - ▶ **Ocean Shores: 1**

## 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 2021 had **12** graduates
- ▶ Broadest geographic representation in history of program.
- ▶ Graduates included employees from **Port of Grays Harbor, Grays Harbor PUD, financial institutions, local government** and more.
- ▶ *2022 cohort will be conducted online with in-person site visits throughout the county.*
- ▶ *Cohort participants will be provided complimentary admission to key GGHI economic development events (sponsors pending)*

# Greater Grays Harbor Foundation

2021 represented the year that GGHI took the next steps to establish the foundation as a public charity.

In 2022 GGHI will begin to chart the path for the foundation to focus on issues related to workforce development for adults and youth alike as well as ready the foundation for unique opportunities.



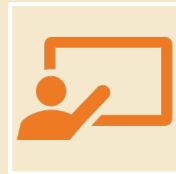
# Membership

- ▶ Small dip in membership related to economic shutdown
- ▶ 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.
- ▶ In 2022 we will enhance our customer service to assist members in utilizing the broad portfolio of features available to them as a member of GGHI.

# 2022 Projects



- Encouraging investment in economic development
- Developing outbound efforts for business attraction.



- Offer guidance on economic relief
- Facilitate usage of federal relief dollars throughout county.
- Develop meaningful workforce development strategies and programs.



- Build on 2021 Government Affairs efforts and regional voice in government affairs.
- Redevelop the Economic Development District
- Advocate for infrastructure investment in GH County.



Thank you!  
Questions?