



Port of Seattle Century Agenda

2021 Economic Development Partnership Program City Application

City:	City of Mercer Island
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Declaration: I HEREBY CERTIFY THAT THE INFORMATION GIVEN IN THIS APPLICATION TO THE PORT OF SEATTLE IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Signature of Responsible Official:

A handwritten signature in blue ink that reads "Sarah Bluvas".

Print or Type Name and Title: Sarah Bluvas, Economic Development Coordinator

Date: March 30, 2021

Project Description and Budget

1. **Project Description:** Summarize the project(s) you plan to implement and explain how project(s) address COVID-19 economic issues in your city. Include a brief description of the project goal(s) and summary of COVID-19 economic impacts being addressed.

We are designing a project to encourage Mercer Island residents to safely get outside and support local businesses this summer. The project includes two primary components:

- **Technical assistance:** Assist existing eating & drinking establishments with creating outdoor dining areas in public ROW or private parking (made possible under interim development regulations passed to assist these businesses during the pandemic)
- **Marketing assistance:** Promote outdoor experiences (dining, parks, Farmers Market, public art, community events, etc.) in MI Town Center and the South End business district under the MInext buy local marketing campaign (e.g. MInext Outdoor Experience...)

2. **Brief Description Bullets:** Summarize the complete scope of work and goals briefly using 2 - 4 bullets. Please keep each bullet to 1 or 2 sentences. These bullets are meant to be a very brief synopsis the project(s) the Port of Seattle is funding in each city and may be used to describe each city's project(s) to the Port of Seattle Commission, to the public, and with local media.

- Partner with local businesses to design attractive outdoor seating areas to expand dining capacity and create "destinations" in the Island's central business districts to encourage residents to stay local for food & drink
- Design and implement a summer campaign under the MInext buy local marketing program to promote outdoor experiences, such as dining al fresco, visiting the Farmers Market, attending socially distanced community events, etc., happening in and around Mercer Island's central business districts

3. **Project Scope of Work:** Outline project title or components, economic impacts of COVID-19 the project is addressing, project goals, project deliverables, and metrics (measurable outcomes) using the table below. View Appendix B for sample metrics, measures of success, and data sources. The table is used in the agreement between the Port of Seattle and each city.

Project title or component:	COVID-19 Economic Impacts:	Project goal(s):	Project deliverable(s) and estimated completion:	Metrics (measurable outcomes):
Technical Assistance to Create Outdoor Dining Areas	<ul style="list-style-type: none"> Local eating & drinking establishments continue to be impacted by indoor dining capacity restrictions. As of March 24, 2021, 10% of Mercer Island eating & drinking establishments have struggled to reopen or closed permanently. 	<ul style="list-style-type: none"> Ensure all eating & drinking establishments understand the process for creating outdoor dining spaces under Ordinance No. 21C-03, which enables use of public ROW and private parking for outdoor dining Encourage collaboration and innovation by connecting businesses with each other and facilitating outdoor dining partnerships Strengthen relationships with local eating & drinking establishments as well as property owners/managers 	<p>Outreach to businesses and property owners/managers</p> <ul style="list-style-type: none"> Complete by 05.31.21 Connect businesses with resources for creating their outdoor dining spaces, ideas for business partnerships, etc. Deliverables: spreadsheet tracking outreach touchpoints and follow-up <p>Established summer dining areas in Town Center and South End business district</p> <ul style="list-style-type: none"> Complete by 06.30.21 Collaborate with businesses to design attractive and safe outdoor dining areas Redistribute MInext branded tables and chairs and/or provide other equipment to create the dining areas Deliverables: documentation of established outdoor dining areas (photographs, maps, etc.) <p>Survey of residents and businesses to identify if outdoor dining areas were successful and to inform future planning efforts</p> <ul style="list-style-type: none"> Complete by 09.30.21 Develop brief survey and deploy via QR 	<ul style="list-style-type: none"> Number of outdoor dining areas created Number of business partnerships / collaborations formed Number of survey responses from outdoor dining users Number of survey responses from participating businesses

			code at each dining area to capture community use <ul style="list-style-type: none"> • Develop brief survey for businesses and deploy via e-mail at the end of outdoor dining campaign • Deliverables: survey report 	
Promote Outdoor Experiences & Opportunities Under “MInext” Buy Local Campaign	<ul style="list-style-type: none"> • Local businesses continue to be impacted by indoor capacity restrictions. • As more people become vaccinated and restrictions relax, we anticipate residents will start leaving the Island again more frequently for shopping, services, etc., which would create additional challenges for Mercer Island businesses. 	<ul style="list-style-type: none"> • Continue to build awareness of and buy-in for the “MInext” buy local campaign by promoting outdoor experiences (e.g. “MInext Outdoor Experience...”) • Assist businesses with creating and promoting outdoor activities or opportunities to target Mercer Island residents and keep them on-Island for services • Inspire community connection by partnering with businesses, community organizations, etc. 	Outreach to businesses and community groups <ul style="list-style-type: none"> • Complete by 06.30.21 • Deliverables: spreadsheet tracking outreach, outdoor opportunities being offered, and follow-up; updated MInext website with complete listing of Island organizations and their outdoor offerings Design and launch summer campaign promoting outdoor experience <ul style="list-style-type: none"> • Launch by 06.30.21 • Deliverables: updated website, marketing and advertising collateral, environmental advertising (banners, signage, etc.), etc. 	<ul style="list-style-type: none"> • Number of businesses and community organizations that participate in campaign • Number of outdoor offerings promoted • Social media engagement metrics (Facebook likes, • Number of business partnerships / collaborations formed • Number of survey responses from outdoor dining users • Number of survey responses from participating businesses

4. **Connection to Port of Seattle interests:** Explain how your project benefits the Port of Seattle and ties to the Port’s business interests?

Our project aims to continue preserving small businesses and stimulate economic recovery for the City of Mercer Island, a regional patron of the Port of Seattle that relies on SeaTac International airport as a gateway for tourism and commerce. Maintaining the local Mercer Island economy is good for the region, which ultimately benefits the Port of Seattle and its goal of promoting economic development in King County.

5. **Project Budget:** Identify each project budget category, total funds (including the monetary value of in-kind resources), Port of Seattle funds and City monetary and in-kind matching funds. Include the total funds from each column in the second to last row. Include the percentage contributions to the Port of Seattle's contribution in the last row. This table is used in the agreement between the Port of Seattle and each city.

Project:	Project Category (Please select one of the categories provided)	Port of Seattle Funds Awarded:	City Monetary Matching Funds:	City In-kind Matching Funds:	Total Funds (Including In-Kind):
Project: Assist businesses in creating outdoor dining attractions	Buy Local/ Placemaking	\$12,690	\$3,345	\$3,000	\$19,035
Project: Promote outdoor dining through summer marketing campaign	Buy Local/ Placemaking	\$12,000	\$3,000	\$3,000	\$18,000
Total Funds:		\$24,690	\$6,345	\$6,000	\$37,035
Percentage contribution to Port Funds*:		100%	25.7%	24.3%	

*City monetary and in-kind matching funds must add up to at least 50% of the Port of Seattle funds awarded. In-kind resources can only be used for up to 25 percent of the grant award amount. See program guidelines for more details.

6. **Collaboration with partners:** Please identify any community organizations (chamber of commerce, neighborhood associations, Small Business Development Centers, SCORE, Greater Seattle Partners, etc.) you plan to work with to complete all or part of your project(s)?

- Mercer Island Chamber of Commerce
- Mercer Island Reporter + other local media outlets
- Local businesses and property owners/managers

7. **Use of consultants or contractors:** If you plan to use consultants or contractors to complete all or part of the project, please identify the firm or type of firm you plan to hire for this project.

- L+B Design – Mercer Island-based branding and marketing consultant
- Exterior space/outdoor dining designer – TBC but prioritizing Mercer Island-based contractor

Appendix A: 2021 Maximum Grant Award Amounts by City

City	2021 Award Amounts
Algona	\$5,000
Auburn (part)	\$60,000
Beaux Arts Village	\$5,000
Bellevue	\$60,000
Black Diamond	\$5,205
Bothell (part)	\$29,730
Burien	\$52,300
Carnation	\$5,000
Clyde Hill	\$5,000
Covington	\$20,530
Des Moines	\$32,260
Duvall	\$7,950
Enumclaw (part)	\$12,610
Federal Way	\$60,000
Hunts Point	\$5,000
Issaquah	\$38,690
Kenmore	\$23,450
Kent	\$60,000
Kirkland	\$60,000

Lake Forest Park	\$13,280
Maple Valley	\$26,630
Medina	\$5,000
Mercer Island	\$24,690
Milton (part)	\$5,000
Newcastle	\$12,870
Normandy Park	\$6,625
North Bend	\$7,455
Pacific (part)	\$6,895
Redmond	\$60,000
Renton	\$60,000
Sammamish	\$60,000
SeaTac	\$29,180
Shoreline	\$56,980
Skykomish	\$5,000
Snoqualmie	\$13,680
Tukwila	\$21,360
Woodinville	\$12,790
Yarrow Point	\$5,000
Total Eligible Funding	\$980,160

Appendix B: Sample Metrics, Measures of Success, and Data Sources by Project Type

The following list of sample metrics and measures of success can be used as a guide when considering different types of projects.

Project Type	Sample Metrics
Business and investment attraction	<ul style="list-style-type: none"> • Number and type of businesses contracted at an event or as part of a campaign • Number and type of leads from marketing or sales activity • Businesses attracted and number of jobs created
Business creation and entrepreneurship	<ul style="list-style-type: none"> • Number of individuals trained in entrepreneurial training programs including demographic information or survey information • Number and types of businesses served and types of services provided • Number of contacts made to small businesses • Number and types of trainings provided • Number of new business starts/ businesses created
Business retention and expansion	<ul style="list-style-type: none"> • Number and type of businesses contacted, expanded, or retained • Number of businesses assisted (the type of assistance, the value of assistance provided, etc.) • Ratings of the business climate in the community • Activities that are done to support a “Buy Local” campaign and that quantify the campaign engagement
Marketing	<ul style="list-style-type: none"> • Website metrics like impressions, new users, top acquisitions channels, most visited pages, etc. • Email list size/ growth, open rate, and click rates • Number of articles written, social media generated, or reporters or influencers reached from public relations activities • The changes (before and after) of a revised or newly created website that may address user-friendliness and/ or mobile responsiveness • Amount of impressions, reach, or audience demographics of a specific ad in print, radio or online media
Reports, feasibility studies, or market research	<ul style="list-style-type: none"> • Report finding and next steps on the specific results of research conducted
Events and marketplace	<ul style="list-style-type: none"> • The number of visitors, vendors, exhibits, etc. • Value of visitors gathered by vendor survey • Publicity stemming from the event

Client satisfaction and engagement	<ul style="list-style-type: none"> • Community/client satisfaction rating (via a survey) • Clients follow-up visits and continued engagement • Client retention
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For a more detailed list of sample metrics by type of economic development activity and discussion of metrics, please see “[Making it Count: Metrics for High Performing EDOs](#)” by the International Economic Development Council.

Search city level economic development and community data at:

- [Greater Seattle Partners](#);
- [Port of Seattle Equity Atlas](#);
- [Workforce Development Council of Seattle-King County](#) talent pipeline tool;
- [Headwater Economics](#) “economic profiles system,” “populations at risk,” and “neighborhoods at risk” reports;
- [Data USA](#); and
- [U.S. Census Bureau’s Regional Analyst tool](#).