



Port of Seattle Century Agenda

2022 Economic Development Partnership Program Application Information and Instructions

Background

The Port of Seattle Economic Development Partnership Program is a cooperative economic development grant program to help support local and regional economic development initiatives across King County. In 2022, the Port will offer participating cities two-year grant awards to fund projects and initiatives that address COVID-19 economic challenges and impacts.

How much funding is available?

Based on a per-capita calculation, King County cities (except Seattle) may each receive between \$5,000 and \$60,000 per year based on the city's population. See Appendix A for eligible award amounts by city (based on [Washington State Office of Financial Management](#), annual population estimates). The Port uses the most recent population estimates at the start of the grant cycle. Cities with populations numbering less than 5,000 people are eligible to receive grant funds up to \$5,000 and cities with populations numbering more than 60,000 people are eligible to receive grant funding up to \$60,000.

Grant funds require a 50 percent match of dollars or in-kind resources. In-kind resources can only be used for up to 25 percent of the grant award amount. For example, a grant request for \$50,000 in Port funds would require the city to commit \$25,000 in matching dollars and/ or in-kind resources. Of that \$25,000, up to \$12,500 of in-kind resources could be applied toward the match requirement.

2022/2023 Emphasis: COVID-19 Economic Recovery

The Port of Seattle is interested in partnering with cities on programs and partnerships that advance COVID-19 economic recovery and resiliency. Cities should use 2022/2023 Port grant funding to help impacted businesses, promote local tourism, encourage local spending (buy local) and related strategies that address pandemic related economic challenges.

How can Cities use the funds?

Eligible Projects

Port of Seattle funds must be used on projects to benefit small and emerging businesses, create jobs, foster business growth, promote consumer confidence, or support the Port of Seattle business interests. Uses may include:

- Small business relief and assistance (including incubator/accelerator projects, technical assistance, and support for impacted businesses)
- Industry or key sector business retention and expansion assistance
- Projects that boost local tourism and consumer confidence such as buy local campaigns
- Workforce development initiatives that address local unemployment or underemployment issues
- Other projects that can tangibly address pandemic related economic issues

Ineligible Projects

- Business recruitment initiatives designed to attract new companies or investment to a region or city
- Economic development planning
- Direct cash grants or loans made to businesses or organizations
- Capital projects including projects to construct either new facilities or make significant, long-term improvements to existing facilities
- Underwriting general or capital expenses associated with an event or program already in progress
- Any project that would fall outside of the authorized activities that Ports can fund or engage in

The Port of Seattle recommends applicant cities meet with Port of Seattle staff before submitting the Economic Development Partnership Program applications.

Application Workshops

Join us for a virtual application workshop. To attend, please e-mail Annie Tran at tran.a@portseattle.org and use the provided Microsoft Teams Meeting link provided below:

February 17, 2022, from 4:00 PM – 5:00 PM – [Microsoft Teams Meeting Link](#)

February 25, 2022, from 11:00 AM – 12:00 PM – [Microsoft Teams Meeting Link](#)

What are the program's contracting and reporting requirements?

Once a city's specific application is approved, the Port will enter into an agreement with the city that defines the terms of the funds. The project budget and project scope of work from the application are used in an agreement between the Port of Seattle and each participating city.

Please do not incur any project related expenses or begin work on the project until you have a fully executed agreement (signed by the Port of Seattle and the city.) The Port is not able to reimburse project expenses that are incurred by a city prior to the agreement being fully executed.

At the close of the project, applicants are asked to fill out a Project Final Report on the effectiveness of the project and submit invoices for final payment.

To demonstrate that funds have been spent on project-related activities, applicants need to maintain receipts showing project expenses. In-kind matching resources can be documented by showing the value of the resources.

All associated grant material can be emailed to tran.a@portseattle.org The Port recommends submitting materials before the deadline.

The Port of Seattle grant award cannot exceed the predetermined amount, even if the project's actual cost increases above the project budget. If actual project costs in any budget category deviate by more than 25 percent of the Port contribution to the project, please contact the Port of Seattle. The applicant will need to document any budget changes in the Project Final Report.

How do cities outline their projects and related deliverable and metrics?

The Port's application provides tables that cities will use to categorize projects, highlight goals, timelines, actions, metrics, and outcomes. The example below shows how to use this table to define key projects being supported with Port funding.

Project Category: Small Business Relief/Assistance				
Project Goal(s)	Timeline (Start and end dates):	Actions	Project metrics	Project outcomes/deliverables
<i>Business Outreach to identify issues and needs</i>	<ul style="list-style-type: none"> June 2022-May 2023 	<ul style="list-style-type: none"> Contact small business owners and managers 	<ul style="list-style-type: none"> # of businesses contacted 	<ul style="list-style-type: none"> Issues/needs compiled from outreach efforts
<i>Provide technical assistance to small business</i>	<ul style="list-style-type: none"> July 2022 – November 2023 	<ul style="list-style-type: none"> Provide assistance to specific businesses based on outreach efforts Provide business workshops and seminars 	<ul style="list-style-type: none"> # of businesses receiving assistance (referrals, in-depth assistance) 	<ul style="list-style-type: none"> Summary of business assistance efforts including outcomes from technical assistance efforts

Project Category: Buy Local				
Project Goal(s)	Timeline (Start and end dates):	Actions	Project metrics	Project outcomes/deliverables
<i>Support and Grow Farmer's Market</i>	<ul style="list-style-type: none"> June 2022-May 2023 	<ul style="list-style-type: none"> Publicize seasonal market to residents and surrounding communities Work with vendors to promote specific products, etc. Recruit new vendors to the market 	<ul style="list-style-type: none"> # of ads/promotions featuring Farmer's Market # of market vendors participating in promotional efforts, etc. 	<ul style="list-style-type: none"> Metrics from promotional activities (advertising, social media, etc.) # of Vendors Gross sales for market Individual sales growth for vendors
<i>Encourage residents to shop locally</i>	<ul style="list-style-type: none"> June 2022-November 2023 	<ul style="list-style-type: none"> Develop "Buy-Local" campaign in partnership with Chamber Implement promotional campaign 	<ul style="list-style-type: none"> # of ads/promotions featuring buy-local # of participating 	<ul style="list-style-type: none"> Metrics from promotional activities (advertising, social media, etc.) # of participating businesses

			<i>businesses in buy-local campaign</i>	<ul style="list-style-type: none"> • Overall increase in retail revenues/tax collections • Individual business metrics influenced by overall campaign.
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Note: If you have more than two project categories please copy the table above into your application and provide details on other planned initiatives.

City projects need to tie to the Port of Seattle's business interests (contact Annie at tran.a@portseattle.org if you need help responding to this question.

How to develop project budgets?

The Port's application provides a table that cities will use to highlight Port funding, City matching funds and City in-kind resources. The example below shows how to use this table to define key projects being supported with Port funding.

Project Category (Please select one of the categories provided)	Project:	Port of Seattle Funds Awarded:	City Monetary Matching Funds:	City In-kind Matching Funds:	Total Funds (Including In-Kind):
Small Business Assistance	Project 1: Business Retention Outreach	\$10,000	\$2,500	\$2,500 in local staff support	\$15,000
Buy Local	Project 2: Buy-Local initiative	\$8,000	\$4000		\$12,000

How and when to submit invoices

Please submit all 2022/2023 invoices using the Port's Budget and Expenditure Excel report template (see example below).

Please do not incur any project related expenses or begin work on the project until you have a fully executed agreement (signed by the Port of Seattle and the city.) The Port is not able to reimburse project expenses that are incurred by a city prior to the agreement being fully executed.

Invoices and documentation of expenses incurred by a city can be submitted while a project is being completed. Please submit each invoice with the Budget and Expenditure Excel report template (see example below).

In-kind staff time can be documented by showing a person's name or in-kind service provided, hourly rate or value of service, hours, date, value of in-kind match, and the project the in-kind match is contributed to. The table below shows an example of in-kind match.

EXAMPLE					
Person or in-kind service	Hourly rate or value of service	Hours	Date	Value of In-kind	Project Category
Jane	\$40	40	2-10 to 2-28	\$1,600	Business retention outreach
Event space	\$300	n/a	2-28	\$300	Business retention outreach

Port Budget and Expenditure Report (Example)

Project Budget					
Port of Seattle 2021 Economic Development Partnership Program					
Port of Seattle Contract		\$-			
Date Updated:					
Category:	Project Category (Please select one of the categories provided in the dropdown list)	Port of Seattle Funds Awarded:	City Monetary Matching Funds:	City In-kind Matching Funds:	Total Funds (Including In-Kind):
Project 1		\$ -	\$ -	\$ -	\$ -
Project 2		\$ -	\$ -	\$ -	\$ -
Project 3		\$ -	\$ -	\$ -	\$ -
Project 4		\$ -	\$ -	\$ -	\$ -
Project 5		\$ -	\$ -	\$ -	\$ -
Project 6		\$ -	\$ -	\$ -	\$ -
					\$ -
					\$ -
					\$ -
Total Funds:		\$ -	\$ -	\$ -	\$ -
Percentage contribution to Port Funds*:		#DIV/0!	#DIV/0!	#DIV/0!	

Sample Metrics, Success Measures, and Project Data Sources

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 creation and entrepreneurship	<ul style="list-style-type: none">• Number and demographics of individuals trained in entrepreneurial training programs• Number and types of businesses assisted 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
Buy Local	<ul style="list-style-type: none">• The number of visitors, vendors, exhibits, etc.• # of businesses participating, business sales impacts, etc• Promotional materials and related marketing metrics
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

“[Making it Count: Metrics for High Performing EDOs](#)” by the International Economic Development Council is a great resource on economic development metrics