



BUSINESS OF THE CITY COUNCIL CITY OF MERCER ISLAND

AB 5693
May 19, 2020
Consent Calendar

AGENDA BILL INFORMATION

TITLE:	AB 5693: Port of Seattle Economic Development Partnership Grant Acceptance	<input type="checkbox"/> Discussion Only <input checked="" type="checkbox"/> Action Needed:
RECOMMENDED ACTION:	Accept Port of Seattle Economic Development Partnership Program grant funds and appropriate expenditures.	<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution

DEPARTMENT:	City Manager
STAFF:	Sarah Bluvas, Small Business Liaison
COUNCIL LIAISON:	Jake Jacobson Craig Reynolds
EXHIBITS:	1. AB 5688 2. Port of Seattle Economic Development Partnership Agreement
CITY COUNCIL PRIORITY:	3. Implement an economic development program.

AMOUNT OF EXPENDITURE	\$ 36,705
AMOUNT BUDGETED	\$ 12,235
APPROPRIATION REQUIRED	\$ 24,470

SUMMARY

On May 5, 2020, the staff presented the City's application for grant funding through the Port of Seattle Economic Development Partnership Program, an annual, cooperative program to help fund local economic development initiatives across King County, see Exhibit 1. The City Council directed staff to finalize the grant application and to bring back the grant award to the City Council for acceptance.

BACKGROUND

In 2020, the Port is allowing cities to fund COVID-19 relief and recovery for small businesses. Mercer Island was awarded \$24,470 and is required to provide an additional match of \$12,235, see Exhibit 2. Approximately half of this match (\$6,100) will come from in-kind support, and the other half (\$6,135) will be provided as a cash match. The City's estimated financial investment will be \$6-12k to yield approximately \$37k in support for the local business community.

The grant funding will also lay the foundation for several mid- and long-term benefits for the City, including:

- Supporting the local business community
- Maintaining the local sales tax base
- Collecting information and data for future planning needs

- Strengthening the relationship between the City and the local business community

PORT OF SEATTLE GRANT FUNDED ACTIVITIES

The awarded grant will aid in addressing issues facing the business community and the City's ability to support it during the COVID-19 crisis, including:

- Lack of a comprehensive contact list and consistent mechanism for communicating with all businesses on Mercer Island
- Lack of community awareness of on-Island businesses and of organizations that are still "open for business" during the COVID-19 crisis
- Lack of consistent messaging of the importance of local economic development and supporting local businesses
- Lack of understanding of current business needs to create a sustainable, thriving local business sector

Funds will be allocated across two coinciding projects that focus on immediate COVID-19 business recovery and preparing for future economic development planning. Specific activities will include a community-wide campaign to encourage local spending at Mercer Island businesses; business outreach to share recovery resources and technical assistance; and an all-business needs assessment survey and analysis, see Exhibit 1.

Grant funds will be redirected to support the local Mercer Island economy as much as possible using local contractors and services to complete project needs. Staff anticipate the grant funds and matching funds will be used for the following types of expenses:

- Project management (City staff and/or contracted consultants)
- Contracting services (Mercer Island consultants in branding / marketing and needs assessment / research / survey; Mercer Island artists; and other local professional service providers as identified and/or needed)
- Outreach and marketing collateral (business postcard mailer; print and digital graphics for social media, window displays, print media, etc.; temporary signage; and other pieces as identified to promote the local business community)

The \$24,470 grant-funded appropriation request is for the 2019-2020 biennium. The grant project scope is expected to be executed June-October 2020, with final grant reporting and evaluation delivered to the Port of Seattle no later than November 2, 2020.

RECOMMENDATION

Authorize the City Manager to accept the 2020 Port of Seattle Economic Development Partnership Program grant and:

1. Appropriate \$24,470 in grant funds for 2020;
2. Authorize use of \$6,135 in General Government funds as a cash match; and,
3. Support the in-kind staff match, which is to be provided via the Small Business Liaison (a temporary position authorized via the City's Emergency Operations Center).