



## Port of Seattle Century Agenda

### 2020 Economic Development Partnership Program Guidelines

The Port of Seattle Economic Development Partnership Program is an annual, cooperative economic development program to help fund local economic development initiatives across King County.

#### How much funding is available?

Based on a per-capita calculation, King County cities (except Seattle) may each receive between \$5,000 and \$65,000 based on the city's population. See Appendix A for eligible award amounts by city.

The maximum grant allocation for each city, with populations between 5,000 and 65,000 people, is based on one dollar per resident. Population estimates are determined by the [Washington State Office of Financial Management](#), which publishes population estimates each year. 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 65,000 people are eligible to receive grant funding up to \$65,000.

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.

#### Who can apply and how may the funds be used and?

##### **Eligible Applicants**

City governments in King County except for the City of Seattle.

## Eligible Projects

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

- Small business development (including incubator/accelerator projects)
- Business recruitment initiatives designed to attract new companies to a region or city
- Industry retention and assistance service delivery or projects (e.g. workforce development)
- Tourism development
- Downtown revitalization
- Commercial or industrial property development
- Workforce development
- Other community or economic development projects that support new investment and job creation

## Ineligible Projects

- 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 violate federal, state or local laws.
- 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.

## How are projects evaluated and what are the reporting requirements?

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

At the close of the project, applicants are required 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. For example, “in-kind” staff time can be documented by showing the person’s hourly rate and the hours worked on each project.

All 2020 projects, invoices, and reporting associated with the projects must be submitted electronically to the Port of Seattle by **12:00 pm on Monday, November 2, 2020**.

All associated grant material can be emailed to [meyer.j@portseattle.org](mailto:meyer.j@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 more than 25 percent of the total Port contribution to the project, then please contact the

Port of Seattle.

The applicant will need to document any budget changes in the Project Final Report.

## Appendix A: 2020 Maximum Grant Award Amounts by City

| <b>City</b>        | <b>2020 Award Amounts</b> |
|--------------------|---------------------------|
| Algona             | \$ 5,000                  |
| Auburn (part)      | \$ 65,000                 |
| Beaux Arts Village | \$ 5,000                  |
| Bellevue           | \$ 65,000                 |
| Black Diamond      | \$ 5,000                  |
| Bothell (part)     | \$ 28,570                 |
| Burien             | \$ 52,000                 |
| Carnation          | \$ 5,000                  |
| Clyde Hill         | \$ 5,000                  |
| Covington          | \$ 20,280                 |
| Des Moines         | \$ 31,580                 |
| Duvall             | \$ 7,840                  |
| Enumclaw (part)    | \$ 12,200                 |
| Federal Way        | \$ 65,000                 |
| Hunts Point        | \$ 5,000                  |
| Issaquah           | \$ 37,590                 |
| Kenmore            | \$ 23,320                 |
| Kent               | \$ 65,000                 |
| Kirkland           | \$ 65,000                 |
|                    |                           |

|                               |                     |
|-------------------------------|---------------------|
| Lake Forest Park              | \$ 13,250           |
| Maple Valley                  | \$ 26,180           |
| Medina                        | \$ 5,000            |
| Mercer Island                 | \$ 24,470           |
| Milton (part)                 | \$ 5,000            |
| Newcastle                     | \$ 12,450           |
| Normandy Park                 | \$ 6,610            |
| North Bend                    | \$ 6,965            |
| Pacific (part)                | \$ 6,875            |
| Redmond                       | \$ 65,000           |
| Renton                        | \$ 65,000           |
| Sammamish                     | \$ 64,410           |
| SeaTac                        | \$ 29,180           |
| Shoreline                     | \$ 56,370           |
| Skykomish                     | \$ 5,000            |
| Snoqualmie                    | \$ 13,670           |
| Tukwila                       | \$ 20,930           |
| Woodinville                   | \$ 12,410           |
| Yarrow Point                  | \$ 5,000            |
| <b>Total Eligible Funding</b> | <b>\$ 1,012,150</b> |

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

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.