



Port of Seattle Century Agenda

2020 Economic Development Partnership Program City Application

City:	Mercer Island
Federal Tax Number:	91-6017561
Contact Name:	Sarah Bluvas
Title:	Small Business Liaison
Telephone:	206.549.1758
Email:	sarah.bluvas@mercergov.org
Address:	2040 84 th Avenue SE
City, State, Zip:	Mercer Island, WA 98040
Alternate Contact:	Kirsten Taylor
Alternate Telephone:	
Alternate Email:	kirsten.taylor@mercergov.org

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:

Print or Type Name and Title: Sarah Bluvas, Small Business Liaison

Date: April 24, 2020

Project Description and Budget

1. **Project Description:** Summarize the project(s) you plan to support through the economic development partnership program. Include a brief description of the goal(s) and/ or issues to be addressed with each project.

We plan to focus on providing support to the local business community during the COVID-19 emergency. We plan to structure the grant period in two overlapping projects:

- **Transition Local Business Community into COVID-19 Recovery Phases** (May-October 2020): This phase will enable continued outreach to local businesses to share resources and technical assistance as well as support a community-wide “Shop Local-Spend Like It Matters”/”Back Open for Business” marketing campaign already underway.
- **Collect Data for Future Planning Needs** (May-October 2020): This phase will support efforts to strengthen the City’s database of local business contact information as well as establish new foundations to enable future policy and strategic planning related to economic and Town Center development on Mercer Island.

Project 1: Transition Local Business Community into COVID-19 Recovery Phases

High-Level Goals:

- Keep local businesses top-of-mind with local and off-Island customers to retain local businesses and local spending
- Connect all Mercer Island businesses with resources and technical assistance to do business in the post-COVID-19 era

High-Level Actions:

- Expand “Shop Local-Spend Like It Matters” marketing campaign with branding/design (locally sourced), advertising (print, digital), community mailer, local press, website updates, and other content/efforts to promote the local business community during the emergency and into the recovery phase
- Outreach to businesses via mail, e-mail, website, and other methods to share recovery resources

Project 2: Collect Data for Future Planning Needs

High-Level Goals:

1. Fill gaps in City’s database of contact and other information for local businesses
2. Document business challenges and needs pre- and post-COVID-19 emergency

High-Level Actions:

- Administer online/print survey to collect contact information and assess business needs
- Pilot temporary/non-permanent placemaking projects to test and collect feedback on policy-related ideas (ex. pocket parks, outside seating in Town Center, drop-off/pick-up zones)

2. **Brief Description Bullets:** Summarize the complete scope of work and goals briefly using 2 - 4 bullets. These bullets will be used to describe each city's project(s) to the Port of Seattle Commission.
 - Encourage local spending and sales at Mercer Island businesses by residents and tourists through a "Shop Local-Spend Like It Matters" buy local marketing campaign
 - Outreach to businesses via mail, e-mail, website, and other methods to share recovery resources and other types of technical assistance
 - Update and build out the City's business database for disaster recovery efforts and collect information about business climate and economic development needs from business owners to inform future planning and policy efforts

3. **Project Scope of Work:** Outline project components, goals, outputs, timelines, measures of success, and outcomes (short, medium, or long-term) using the table below (attach additional information if necessary). View Appendix B for samples metrics and measures of success. The table is used in the contract between the Port of Seattle and each city.

Project or component:	Project goal(s):	Output(s) and final deliverable(s):	Estimated completion:	Metrics or measures of success:	Describe the short-term, intermediate or long-term outcomes of the project.
Transition Local Business Community into COVID-19 Recovery	<p>Keep local businesses top-of-mind with local and off-Island customers and encourage local spending to retain local businesses and local spending</p> <p>Connect all Mercer Island businesses with resources and technical assistance to conduct business in the post-COVID-19 era</p>	<p>"Shop Local-Spend Like It Matters" marketing campaign, including:</p> <ul style="list-style-type: none"> • Locally designed branding and messaging • Print advertising / outreach & collateral • Digital advertising / outreach & collateral • Print / digital editorial • Collaboration with local arts community to design creative ways to build awareness for local businesses. Examples could include visual storytelling; temporary arts installations / 	<p>Business outreach / data collection completed by July 2020</p> <p>Ongoing updates to Let's Talk website but push during grant period completed by August 2020</p> <p>Ongoing marketing campaign but push during grant period completed by September 2020</p> <p>Marketing dashboard finished by October 2020</p>	<p>Number of businesses reached via mail / e-mail campaign</p> <p>Number of business responses to mail / e-mail campaign</p> <p>Number of site visits to Spend Local website (launch date-September 2020)</p> <p>Number of redirect visits to businesses listed on Spend Local website (launch date-September 2020)</p> <p>Number of businesses able to</p>	<p>Short-term</p> <ul style="list-style-type: none"> • Better communication with the local business community • Strengthened community support of local businesses • Increased spending at local businesses • Increased sales tax revenue <p>Intermediate</p> <ul style="list-style-type: none"> • Local businesses reopen / resume services efficiently and sustainably <p>Long-term</p> <ul style="list-style-type: none"> • Community

		<p>elements for brick-and-mortar locations to draw residents back to Town Center (if / when it's safe to do so); and other artistic ways to promote local businesses</p> <ul style="list-style-type: none"> • Simple Buy / Spend Local website to use as central landing place for local business information and can be refined / expanded on in the future <p>All-business outreach mailer (regular and digital mail) [**overlaps with survey deliverable in project 2**]</p> <p>Summary dashboard of marketing impacts / results</p> <p>Database of businesses contacted</p> <p>Database of marketing, training, and other business resources shared on Let's Talk website</p>		<p>resume modified / full services by October 2020 (pending additional executive orders)</p> <p>Number of artists supported through business / arts partnership</p>	members choose local businesses first when it comes to shopping and service needs
Collect Data for Future Planning Needs	<p>Fill gaps in City's database of local business contact and other information</p> <p>Document business needs and challenges</p>	<p>Needs assessment survey deployed to all Island businesses (using business license registration list) [**overlaps with business mailer</p>	<p>Business outreach / data collection completed by July 2020</p> <p>Planning interventions</p>	<p>Number of businesses reached via mail / e-mail survey</p> <p>Number of business responses to mail /</p>	<p>Short-term</p> <ul style="list-style-type: none"> • Better communication with the local business community • More accurate understanding of

	pre- and post-COVID-19 emergency	<p>deliverable in project 1**]</p> <p>1-3 temporary / non-permanent placemaking projects to draw community members back to Town Center and test ideas for future economic and community development plans. Examples could include:</p> <ul style="list-style-type: none"> • Creating temporary sidewalk seating and retail areas to temporarily expand business footprints while maintaining safe social distancing • Converting public parking into temporary pocket parks to provide more outdoor space for community members to visit (when it is safer to do so) • Enabling pop-up retail enhancements like drop-off / pick-up zones to enable businesses to more efficiently and safely serve customers when phasing into recovery <p>Updated internal database of business contact information</p> <p>Report summarizing</p>	<p>implemented June-August 2020</p> <p>Internal database ongoing but push during grant period completed by August 2020</p> <p>Findings report completed by September 2020</p>	<p>e-mail survey</p> <p>Number of interactions with / feedback from temporary placemaking projects</p> <p>Number of business contacts added to internal database</p>	<p>local business needs / challenges</p> <p>Intermediate</p> <ul style="list-style-type: none"> • Better informed planning processes to develop long-range economic development efforts <p>Long-term</p> <ul style="list-style-type: none"> • Mercer Island has a healthier and more stable local business community
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		feedback from needs assessment survey and planning interventions			
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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 preserve small business 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 contract between the Port of Seattle and each city.

Category:	Port of Seattle Funds Awarded:	City Monetary Matching Funds:	City In-kind Matching Funds:	Total Funds (Including In-Kind):	Project Category
Transition Local Business Community into COVID-19 Recovery Phases	\$15,000	\$3,000	\$3,000 in City staff support	\$21,000	Small Business Assistance
Collect Data for Future Planning Needs	\$9,470	\$3,500	\$3,000 in City staff support	\$15,970	Economic Development Planning
Total Funds:	\$24,470	\$6,500	\$6,000	\$36,970	
Percentage contribution to Port Funds*:	100%	25%	25%		

*City monetary and in-kind matching funds must add up to at least 50% of the Port of Seattle funds awarded.

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 Arts Council
- Mercer Island restaurants and retailers
- Other local businesses
- Local artists / arts community
- Regional partners (Greater Seattle Partners, Startup425, etc.)

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.

Local marketing / branding consultant

Local artists (design work, visual storytelling, other business collaborations)

Printing services

Mailing services

Needs assessment survey / data design and analysis