



CITY OF KIRKLAND

City Manager's Office

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

www.ci.kirkland.wa.us

MEMORANDUM

To: Dave Ramsay, City Manager

From: Ellen Miller-Wolfe, Economic Development Manager

Date: April 21, 2006

Subject: enterpriseSeattle

RECOMMENDATION:

In the past, the City of Kirkland has contributed \$2,500 annually to enterpriseSeattle. As part of the Campaign to Compete, the organization is requesting that jurisdictions double their contributions. The recommendation from the City Council's Economic Development Committee is that the City of Kirkland double its contribution for a total of \$5,000. Funding is available in the Economic Development budget. The Committee also recommends that enterpriseSeattle link with NWProperty.net and maintain current information about Kirkland on their website, which is the most frequented economic development site in the region. Also, we have asked enterpriseSeattle to make sure we are informed of prospects that might be of interest to our city.

BACKGROUND DISCUSSION:

enterpriseSeattle is a nonprofit organization devoted to recruitment and retention of businesses to King County. Formerly called the Economic Development Council of Seattle/King County, the organization recently changed its name to reflect the major brand name for this region.

The majority of King County cities are involved in enterpriseSeattle, although its alignment is more toward business interests and maintaining a supportive business climate. Its current Chair, David Allen heads a family-owned construction firm, McKinstry. Recently, Council Member Sternoff, has been appointed to the Board, filling one of several seats set aside for Suburban Cities Association members.

enterpriseSeattle has added professional staff under the guidance of the new President and CEO, John Powers, a former mayor of Spokane. Their main thrust is client-based business retention services, although they also are involved in recruitment of companies from outside of the region, and have good communication networks with site selection firms and others who might facilitate bringing major businesses with knowledge-based workforces to this region. The organization has embarked on an effort to raise 10 million for its operating costs (Campaign to Compete), to provide more service to its clients.

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enterpriseSeattle has a major role in economic development policy-making for the region. They are represented on the Economic Development District, now under the auspices of the Puget Sound Regional Council, are a key support for grant proposals to CTED and other State departments, and are collocated with other regional economic players including the Trade Development Alliance and the Seattle Chamber of Commerce.

Attachment

November 1, 2005



enterpriseSeattle
partnerships for regional prosperity

Five year campaign to...

Compete and Prosper!

Creating jobs and economic opportunities for King County and its 39 cities

Five-Year Economic Growth Outcomes

Through client based economic development case work in King County, enterpriseSeattle, working with its local partners will:

- ☑ Create, retain, expand, and recruit 35,000 jobs
- ☑ Add new wages and benefits totaling \$1.39 Billion
- ☑ Attract \$1.5 Billion in new private capital investment
- ☑ Accelerate projected tax base growth by 2.5%

2006-2010 JOB CREATION ACTION PLAN

Business Retention/Expansion Case Management: \$5,000,000

- Expand by **500%** the business client outreach program for each of the five economic clusters prioritized in Prosperity Partnership: Information Technology, Aerospace, Life Sciences, International Trade/ Logistics and Clean Technologies with an individual industry case manager assigned to each cluster.
- Counsel individual existing companies to mitigate local impediments to business retention and expansion and to leverage competitive advantages.
- Connect target industry business clients/companies with relationships and resources in the region essential to economic growth and prosperity.
- Deploy Commuter Challenge program to deliver customized solutions for individual companies to manage workforce transportation issues.
- Provide important target industry information to key community decision-makers.
- Build and maintain a network of economic intelligence within the target industries to identify business expansion opportunities in King County.

Targeted Industry Recruitment/Related Marketing: \$3,000,000

- Enhance relationships with top consultants/brokers in key markets: New York/New Jersey, Chicago, Atlanta, San Francisco/San Jose, Los Angeles/San Diego, Boston, and Dallas.
- Maintain a comprehensive industry database to expand prospect identification and cultivation program.
- Expand lead generation, “deep targeting research” and prospect management capacity on identified companies for expanded regular contact.
- Host tours for relocation prospects and site decision-makers.
- Deploy appropriate marketing collateral materials including web based and multi-media.
- Execute peer-to-peer selling strategies for regional stakeholders.

Resource and Research Development: \$750,000

- Provide customized, real-time, market driven information to prospects and **enterpriseSeattle** investors.
- Upgrade organizational analytical and presentation tools to ensure state-of -the -art, user-friendly formats.

Job Creation Advocacy/ Public Policy Support: \$375,000

- Maintain strong working relationships with national, state regional and local public officials and provide key data to policymakers deliberating critical economic issues.
- Proactively educate local government agencies on ways to enhance a business-friendly environment in King County and its thirty-nine cities and champion deployment of business retention, expansion and recruitment services for minority-owned business clients.

Communications and Image Enhancement: \$350,000

- Design and execute a public communications campaign strategy that promotes King County and its thirty-nine cities both nationally and internationally.
- Implement a communications strategy that positions **enterpriseSeattle** to effectively interface with the regional business community and expand its case portfolio.

Regional Collaboration: \$300,000

- Promote and advance regional economic development collaboration throughout the Puget Sound region and guide King County communities participation in Prosperity Partnership fostering co-opetition with the region.
- Initiate an Economic Co-opetition Compact to guide a coordinated and collaborative economic development approach throughout King County and the region among local government, public agencies, economic development organizations and chambers of commerce.
- Collaborate with regional EDC partners to convene an annual site selectors tour of the region and a joint regional recruiting trip to a mutual strategic targeted market.
- Promote and advance regional economic development collaboration throughout the Puget Sound region through monthly meetings of the regional EDC Presidents and an annual joint meeting of the regional EDC Executive Committees.
- Implement joint national educational-promotional campaign touting the diversity and unique strengths of the region.

Investor Education and Engagement: \$225,000

- Ensure that **enterpriseSeattle** investors receive pertinent and timely information on key community issues and emerging economic opportunities.
- Implement an organizational structure to ensure proper investor oversight of all organizational activities.
- Provide a program of meaningful participation for **enterpriseSeattle** investors to strategically assist industry case managers to identify and serve business clients.

Five Year Action Plan Budget Summary

✓ Business Retention/Expansion Case Management	\$5,000,000
✓ Targeted Industry Recruitment Projects/Related Marketing	\$3,000,000
✓ Resource and Research Development	\$ 750,000
✓ Job Creation Advocacy /Public Policy Support	\$ 375,000
✓ Communications and Image Enhancement	\$ 350,000
✓ Regional Collaboration	\$ 300,000
✓ Investor Education and Engagement	<u>\$ 225,000</u>
	\$10,000,000

Action Plan Inputs

Annually

- ✓ 200 leads identified/pursued
- ✓ 6 media placements nationally
- ✓ 5 target industry trade shows attended
- ✓ 20 visits to companies outside of King County
- ✓ 12 Meetings with national site consultants/top brokers
- ✓ 1 major site selection event in region
- ✓ 200 research requests fulfilled each year
- ✓ 50 local business visits for each target industry

Action Plan Inputs

Five Year Total ('06-'10)

- ✓ 1000 leads identified/pursued
- ✓ 30 national media placements
- ✓ 25 trade shows attended
- ✓ 100 outside company visits
- ✓ 60 meetings with national site selectors
- ✓ 5 major regional site selection events
- ✓ 1000 research requests completed
- ✓ 1250 strategic cluster client visits

Five-Year Economic Growth Outcomes

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- Attract \$1.5 Billion in private capital investment**
- Accelerate projected tax base growth by 2.5%**