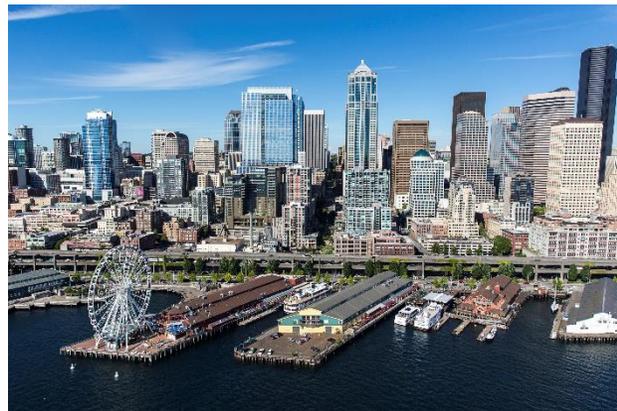


2019 Tourism and Economic Development Grants Overview and Update

ITEM NO: 5 and 6 supp
DATE OF MEETING: July 23, 2019



Tourism Development Cooperative Grants
Visit Bellevue and City of Kirkland as Guests



Tourism Grant Programs Overview

- Tourism Partnership programs advances statewide tourism and use of Port facilities
 - Four years of Tourism Marketing Support Program
 - Airport Spotlight initiated October 2017
- Programs producing good results and building effective partnerships across Washington
 - Generating visitor interest and travel
 - Smaller organizations VERY appreciative

Statewide Impact - Driving Use of Port Gateways



King County	8
Eastern WA	7
Kitsap & Olympic Peninsula	4
Northern WA & Islands	4
Southwest WA	3
Pierce County	2
Statewide	1

Special emphasis: Eco/Sustainable Tourism

- **25 recipients** engaged in projects involving:
 - Eco/Sustainable
 - Cultural/Historical attractions
 - Outdoor/Nature
 - Promotion of public lands and waters



Assisting in environmental, outdoor and cultural projects

Marketing Partnership Generates Results

- Increasing tour products and sales through familiarization tours
- Increasing out of state attendance at events/cultural attractions
- Generating awareness and bookings through digital media campaigns
- Generating earned media and testimonial value for Washington State travel destinations



Increasing visitors to all of Washington

Visit Bellevue



City of Kirkland





City Economic Development Grants Update

City of Woodinville and Startup 425 as Guests



Economic Development Partnership Program

- Commission created program in 2016
- Provides King County cities with per capita funding to support economic development projects
- Approximately **\$795,900** has been awarded to **25 cities in 2019**



Downtown Renton Storefront Makeovers

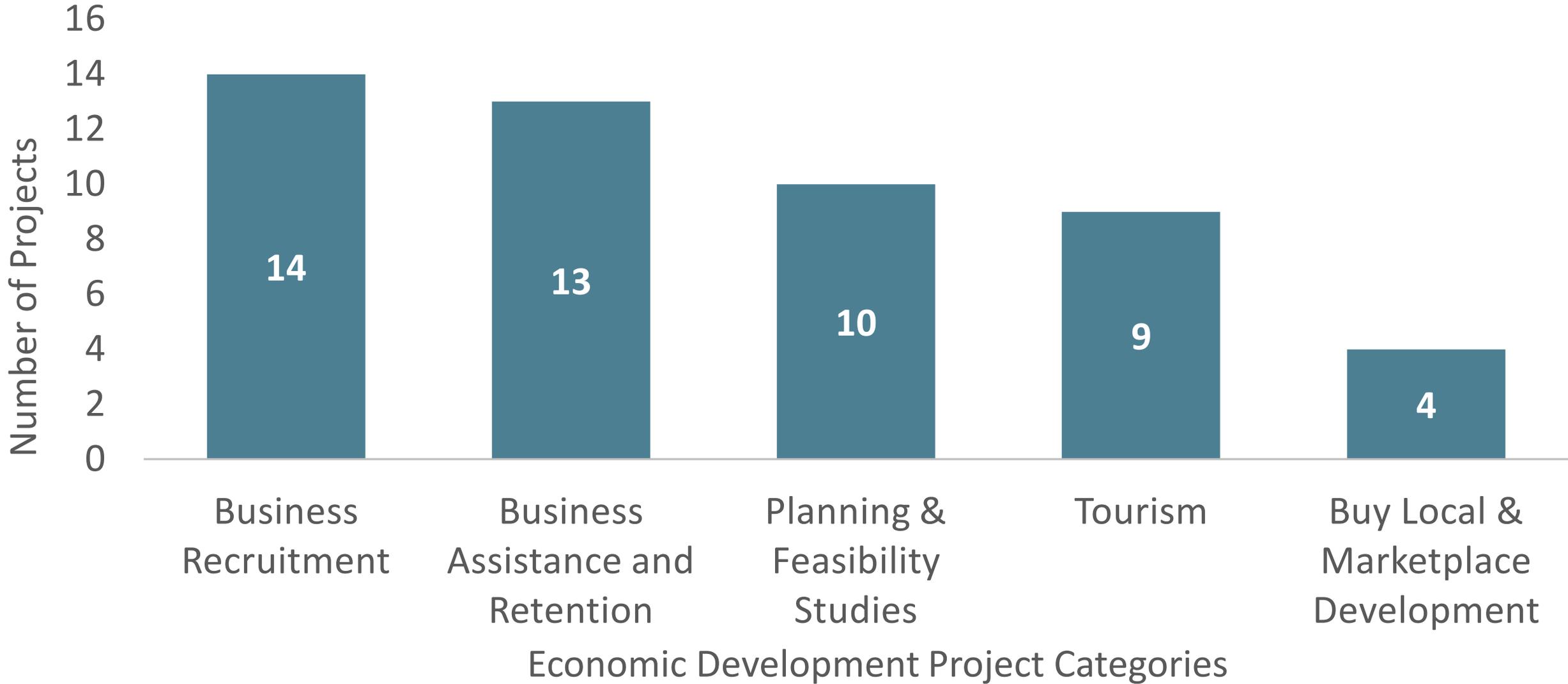
Cooperative Program

- King County cities receive funding to advance local economic development projects throughout the region.
- Annual grant funding provided on a \$1 per capita formula:
 - Grants capped at \$65,000
 - Smallest cities receive a minimum of \$5,000
- Cities contribute a 50% project match where up to 25% of Port match can be in-kind resources



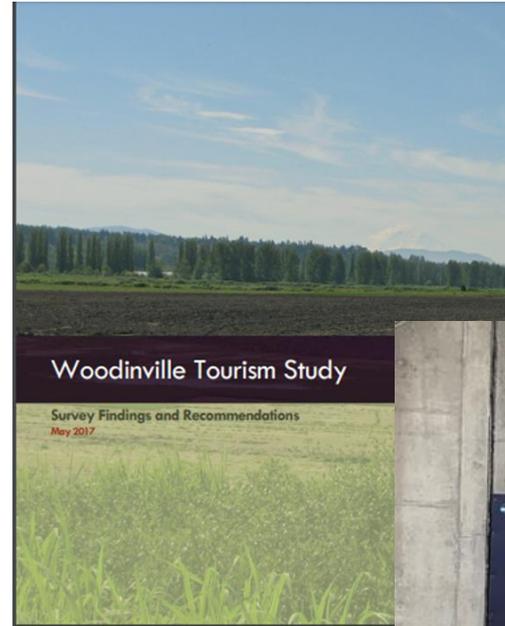
Bellevue and Washington on-stage at Mobile World Congress – the largest mobile device focused event in the world.

Categories of Economic Development Projects



Woodinville: Adult Beverage Business Incubator Study

- Past City Grant-funded Projects:
 - 2017: Wine Tourism Study
 - 2018: Trestle Mural Project
- 130 wineries, breweries, and distilleries serving 800,000 visitors annually
- Goal: Support and enhance existing adult beverage economy



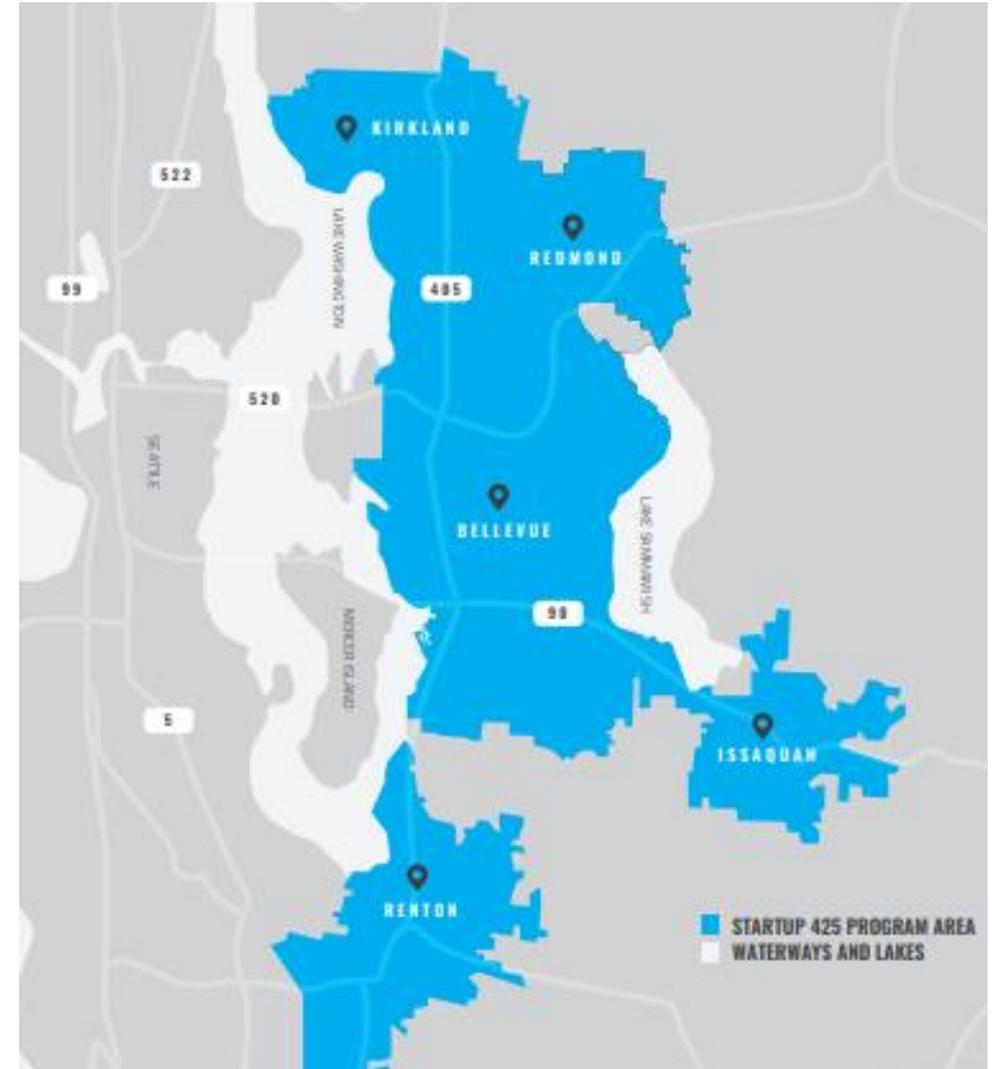
Woodinville: Adult Beverage Business Incubator Study

- Feasibility study to understand requirements, resources, policies, etc. related to establishing an adult beverage production business incubator
- Three aspects:
 - Educational partnership with a local/State college or university
 - Facilitation of production by provision of City-owned equipment, storage space, operations facility, etc.
 - Venue/space that will allow a “behind-the-scenes” look into the winemaking process



STARTUP425

- Startup 425 is an alliance of 5 cities bound by an Interlocal Agreement
 - Renton
 - Bellevue
 - Redmond
 - Issaquah
 - Kirkland
- The City of Kirkland currently administers Startup 425



STARTUP425

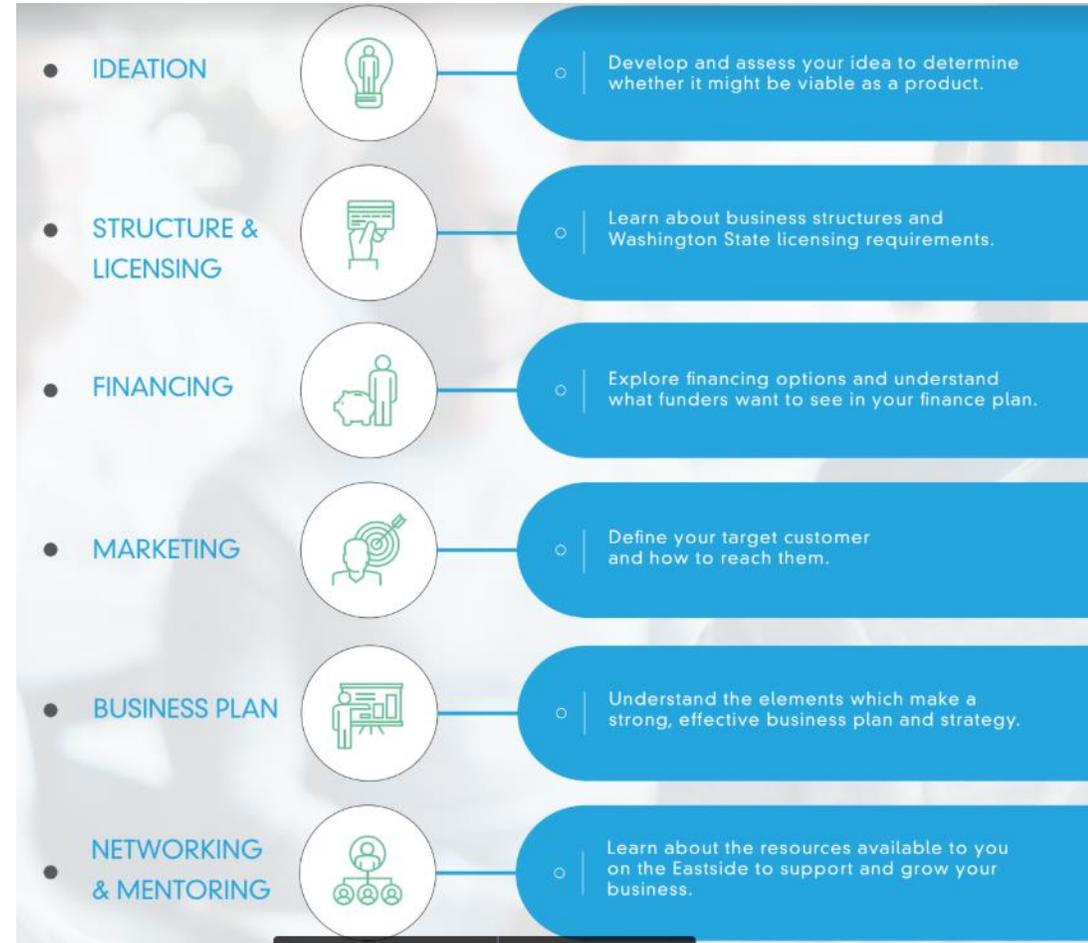
“Our mission is to provide access to tools that experienced workers, and entrepreneurs need to go from idea to working business in a successful, sustainable manner.

We lower the barriers to entry for non-traditional and first-time founders. This keeps our ecosystem diverse, encourages spontaneous collaboration, and provides pathways to prosperity for our whole community.”

STARTUP425

In 2019 assisted by an economic development grant from the Port of Seattle and funding from partner cities we are engaged in the following efforts:

- Startup 425 Foundations Series (in partnership with KCLS and SCORE)
- 3-5 Year Strategic Plan
- Advanced Fall Series (in partnership with SCORE and CoBox, Bellevue Coworking Space)
- Representation at numerous trade fairs and events
- Mentoring by Duncan Milloy and SBDC



“Startup 425 Foundations” workshop series for entrepreneurs



THANK YOU