

Office of Economic Development

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www.seattle.gov/economicdevelopment

Department Overview

The Office of Economic Development (OED) is committed to building an inclusive economy in the City of Seattle. OED works at all levels of our local economy to:

- Support small and micro-businesses.
- Partner with neighborhood business districts, and support Business Improvement Area (BIA) formation.
- Support creative business sectors, workers, and special event organizers.
- Partner with key industries that drive innovation, job growth and global competitiveness, including technology, manufacturing, maritime, clean technology startups, healthcare, and creative industries.
- Invest in our local workforce with an emphasis on young people, low-income, as well as un- and under-employed adults.

Seattle--like all other cities and communities across the country is experiencing significant impacts from COVID-19 on our small businesses, workers, industries, neighborhoods, individuals, and families. Our Black, Indigenous, people of color, women, LGBTQ+, immigrant, refugee, and low-income communities have been disproportionately impacted as existing inequities have been exacerbated by the pandemic and ongoing institutional racism. As the city transitions from emergency COVID-19 response toward longer-term recovery, OED will play a leading and critical role in near- and long-term economic development and community resilience efforts. Through collaborative partnerships, our investments, strategies, and programs will work to achieve our population results for an inclusive economy and resilient communities:

- Neighborhood Recovery: Neighborhoods and communities rebound from the impacts of COVID-19 and thrive.
- Downtown Revitalization: Businesses, employees, residents, visitors, and cultural institutions in downtown neighborhoods are revitalized after COVID-19 and thriving.
- Small Business Support: Entrepreneurs and small businesses can recover from the impacts of COVID-19, stabilize, and grow their businesses.
- Education and Workforce Development: Current and future workers are employed and trained in opportunity sectors that are resistant to automation and have middle and high-wage earning potential.
- Targeted Investments in BIPOC Communities: Black, Indigenous, and People of Color communities recover from the impacts of COVID-19 and generate positive long-term outcomes.
- Access to Resources: Individuals and families recover from immediate economic and social impacts of COVID-19.

Budget Snapshot

| | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|-----------------------------|-------------------|-------------------|-------------------|
| Department Support | | | |
| General Fund Support | 15,870,860 | 14,554,537 | 12,064,722 |
| Other Funding - Operating | 115,779 | 62,597 | 17,300,000 |
| Total Operations | 15,986,639 | 14,617,134 | 29,364,721 |
| Total Appropriations | 15,986,639 | 14,617,134 | 29,364,721 |

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| | | | |
|------------------------------|-------|-------|-------|
| Full-Time Equivalents Total* | 37.00 | 36.00 | 40.00 |
|------------------------------|-------|-------|-------|

* FTE totals are provided for informational purposes only. Changes in FTEs resulting from City Council or Human Resources Director actions outside of the budget process may not be detailed here

Budget Overview

The COVID-19 pandemic continues to affect Seattle's local and regional economy and disproportionately impact our Black, Indigenous and People of Color (BIPOC) communities. The Office of Economic Development (OED) has taken a leading role in delivering the emergency response to small businesses and workers, and has led in planning for Seattle's economic recovery and community resilience efforts. OED's programs further Seattle's Inclusive Economic Agenda by focusing on building community and generational wealth, connecting current and future workers to family-wage jobs and opportunities of the future economy that are resistant to automation, and capacity-building for neighborhood resilience in the face of displacement. OED programs intend to reduce the impact COVID-19 and systemic racism have had on individuals and communities who have been disproportionately harmed by both. Additional department operating changes help OED adjust to revenue changes and focus staff on citywide economic recovery strategies.

In July of 2020, City Council passed the JumpStart Payroll Tax legislation and Spending Resolution with collection of the tax set to begin on January 1, 2022. The 2022 Proposed Budget utilizes this tax in conjunction with other funding sources to invest \$17.8M in economic recovery and economic resiliency programming. These new investments in small business operating capital, workforce development, and small business ownership opportunities were informed by community process and align with the Council's JumpStart priorities.

Supporting Workers & Economic Recovery in 2022 OED will coordinate and implement a citywide workforce development strategy to support un/under employed, low income earning, and youth/young adult workers who are disproportionately impacted by COVID, transition to middle-high wage careers that are resistant to automation and develop the in-demand skills for the future economy. New workforce development program investments totaling \$4.5M in Seattle Rescue Plan 3, enabled by funding from the federal Coronavirus Local Fiscal Recovery (CLFR) dollars will be distributed between OED and five other City departments. OED will provide coordinated leadership across the full portfolio of workforce development programming. New investments made within OED will focus on developing an inclusive maritime workforce development strategy.

Fulfilling the Equitable Communities Initiative Task Force Recommendations In 2021, City Council and Mayor Durkan allocated \$30M to recommendations made by the Equitable Communities Initiative Task Force. The Proposed Budget continues these investments intended to reduce the historic harm of institutional racism on BIPOC communities. The \$9.7 million in ECI investments made within OED are intended to connect BIPOC young people and adults to healthcare careers and create opportunities for small businesses to access capital and technical assistance. These investments are supported by and align with the JumpStart Payroll Tax and Spending Resolution.

Small Business Ownership Fund To complement the investments recommended by the Equitable Communities Initiative Task Force and further the City's economic recovery strategy, OED will launch the Small Business Ownership Fund. This investment is provided as part of Seattle Rescue Plan 3, enabled by funding from CLFR. This fund will support small businesses ability own their properties, create place based economic growth, and advance anti-displacement initiatives throughout the city.

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Incremental Budget Changes

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| | Dollars | FTE |
|--|---------------------|--------------|
| 2021 Adopted Budget | 14,617,134 | 36.00 |
| One-time Reversals | (3,386,000) | - |
| Maritime Workforce Development | 500,000 | - |
| Small Business Development Capital (Equitable Communities Initiative) | 4,980,621 | - |
| Small Business Technical Assistance (Equitable Communities Initiative) | 2,480,621 | - |
| Youth Healthcare Career Exploration (Equitable Communities Initiative) | 480,621 | - |
| Healthcare Career Pipeline (Equitable Communities Initiative) | 1,680,621 | - |
| ECI Staffing Changes | - | 4.00 |
| Small Business Ownership Fund | 7,600,000 | - |
| Permit Fee Reform Racial Equity Toolkit | 50,000 | - |
| Revenue Adjustments - Seattle Investment Fund Contribution | - | - |
| Contract Reduction & Shift in Funding Source | (90,987) | - |
| Admissions Tax Cut for Special Events Staffing | - | - |
| Funding Source Shift for Special Events Staffing | - | - |
| Healthcare Cost Tech Adjustment | 77,516 | - |
| Language Premium Staff Stipend | 4,800 | - |
| Deputy Director | 200,328 | - |
| Revenue Adjustments | - | - |
| Health Care Technical Adjustment | - | - |
| Baseline | | |
| Citywide Adjustments for Standard Cost Changes | 42,896 | - |
| Baseline Adjustments for Personnel Costs | 126,550 | - |
| Total Incremental Changes | \$14,747,587 | 4.00 |
| Total 2022 Proposed Budget | \$29,364,721 | 40.00 |

Description of Incremental Budget Changes

One-time Reversals

| | |
|--------------|---------------|
| Expenditures | \$(3,386,000) |
| Revenues | \$(1,000,000) |

This item reverses one-time changes to the 2021 Adopted Budget. \$14,000 will be restored to the baseline for the Creative Industry Advocate salary. \$50,000 in workforce development will be removed from the baseline.

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\$3,000,000 will be removed from the joint COVID relief funding. \$350,000 will be removed as part of the Clean City Initiative.

Maritime Workforce Development

Expenditures \$500,000

This item adds \$500,000 in one-time resources to create a workforce development program within the manufacturing and maritime key industries where Seattle holds a competitive advantage. Rebuilding a stronger, and more equitable economy after COVID-19 must focus on those most impacted by the pandemic including our communities of color and women. This item is part of a set of workforce development programming enabled by CLFR funds, and is part of Seattle Rescue Plan 3 (SRP3). The workforce development programming seeks to create strong pathways to middle wage jobs and more wealth-generating businesses in industries that will thrive in the future. Investments in economic inclusion will help Seattle recover from the pandemic and position our local economy for continued equitable growth. The other departments receiving workforce development allocations enabled by CLFR funds are ARTS, FAS, OH, OIRA, and OSE. See the Seattle Rescue Plan section of this 2022 Budget Book for more on SRP3.

Small Business Development Capital (Equitable Communities Initiative)

Expenditures \$4,980,621

This item adds \$5,000,000 for on-going programming and 1.0 FTE intended to decrease the barriers BIPOC populations face when securing financing for their small businesses. Funding will be provided in the form of small business grants to leverage additional lending as needed for small business growth and expansion that leads to additional small business employment and long-term commercial wealth. This item was recommended by the Equitable Communities Initiative Task Force, and is funded with Payroll Tax resources as it is consistent with the JumpStart policy goals regarding economic resiliency.

Small Business Technical Assistance (Equitable Communities Initiative)

Expenditures \$2,480,621

This item adds \$2,500,000 and 1 FTE to fund on-going technical assistance intended for BIPOC small business owners. These services will be provided via contractual relationships with local Community Development Financial Institutions (“CDFIs”) and other organizations selected through an RFP process in 2021 for the same purpose. This item was recommended by the Equitable Communities Initiative Task Force, and is funded with Payroll Tax resources as it is consistent with the JumpStart policy goals regarding economic resiliency.

Youth Healthcare Career Exploration (Equitable Communities Initiative)

Expenditures \$480,621

This item adds \$500,000 for on-going programming and 1.0 FTE intended to increase the number of BIPOC representation in the healthcare profession. Funding will be intended for BIPOC focused organizations to create programs that advance youth career exploration activities, mentorships, internships, and partnerships in the health care sector. This item was recommended by the Equitable Communities Initiative Task Force, and is funded with Payroll Tax resources as it is consistent with the JumpStart policy goals regarding economic resiliency.

Healthcare Career Pipeline (Equitable Communities Initiative)

Expenditures \$1,680,621

This item adds \$1,700,000 for ongoing programming and 1.0 full time staff member intended to address the need for greater BIPOC representation in the healthcare profession, especially in positions which impact health outcomes, by focusing on programs that support new and/or non-traditional paths into healthcare careers and includes

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technical assistance for smaller healthcare providers. Funding will be used to contract with partner organizations to develop viable career pathways intended for BIPOC individuals within the health care profession. This item was recommended by the Equitable Communities Initiative Task Force, and is funded with Payroll Tax resources as it is consistent with the JumpStart policy goals regarding economic resiliency.

ECI Staffing Changes

Position Allocation 4.00

This change increases the Office of Economic Development's position authority by 3.5 FTEs to provide sufficient staffing support within the Business Services BSL to implement the goals set out by the Equitable Communities Initiative Taskforce. This change is included in the Third Quarter 2021 Supplemental legislation for 2021 and this item formalizes the staffing increase for 2022.

Small Business Ownership Fund

Expenditures \$7,600,000

This item adds \$7,600,000 to create a Small Business Ownership Fund. Funding is intended for BIPOC owned businesses in high displacement areas to finance the acquisition and development of commercial space, providing opportunities to own space and build equity. Financing will be paired with OED's technical assistance programs which will support businesses during the construction process. This investment is provided as part of Seattle Rescue Plan 3, enable by funding from CLFR.

Permit Fee Reform Racial Equity Toolkit

Expenditures \$50,000

This item adds \$50,000 of one-time funding to undertake a Racial Equity Toolkit process around the potential impacts of changing fees for film and special event permitting in the right of way. This investment would help to ensure that proposed fee reforms are properly informed by an equity analysis prior to drafting new legislation and fee schedules.

Revenue Adjustments - Seattle Investment Fund Contribution

Revenues \$(91,000)

This on-going change reduces Seattle Investment Fund, LLC's (SIF) annual contributions to the General Fund by (\$91,000) to recognize the decrease in staff support OED provides the SIF. The 2022 baseline budget assumed a SIF contribution of \$117,000 to cover City's costs of engaging in asset management for the New Market Tax Credit (NMTTC) funded real estate portfolio held by SIF. The projects in this portfolio are scheduled to complete by the end of 2022.

Contract Reduction & Shift in Funding Source

Expenditures \$(90,987)

This on-going change proposes to cut Community Development Block Grant (CDBG) spending with community-based contractors by \$91,000 and reallocate that CDBG funding to backfill for OED staff time spent providing technical assistance to small businesses. This shift in the use of CDBG would free up the General Fund (GF) previously backing this staff. General Fund savings resulting from this change will be used to support the reduction of revenue from the Seattle Investment Fund as previously described. Contract reductions for technical assistance will be support by the other funding allocations previously described.

Admissions Tax Cut for Special Events Staffing

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Revenues \$(63,919)

This on-going change decreases the Admissions Tax revenue received from the Office of Arts and Culture (Arts) which had previously supported the Office of Economic Development's Special Events Program Lead, Strategic Advisor 1 position. Through this change, OED will receive enhanced General Fund support in 2022 to backfill for this loss in funding which will ensure the seamless continuation of special events coordination work.

Funding Source Shift for Special Events Staffing

Expenditures -

This on-going change swaps the backing of OED expenditures related to the Special Events Lead Strategic Advisor 1 position, previously backed by the Office of Arts and Culture's (Arts) Admissions Tax. Due to a decrease in the revenue anticipated to be received from Arts Admissions Tax previously described, the General Fund will now fully back this position.

Healthcare Cost Tech Adjustment

Expenditures \$77,516

This is a technical adjustment to recognize \$77,516 in healthcare costs associated with the permanent hire of 4.0 FTEs brought on to support the work of the investments identified by the Equitable Communities Taskforce. Since healthcare costs are billed to one project in the Finance & Administration BSL, those cuts were reduced from the change requests made to the Business Services BSL and moved to the correct location.

Language Premium Staff Stipend

Expenditures \$4,800

This item increases ongoing appropriation authority for language services stipends by \$4,800. Per the Coalition of City Unions collective bargaining agreement, City employees who are multilingual and provide language services, such as interpretation and translation, to communicate with clients and/or other employees in business-related situations are now eligible for a monthly language premium stipend. The amounts in the 2022 budget are estimates based on the eligible employees from 2021.

Deputy Director

Expenditures \$200,328

Revenue Adjustments

Revenues \$388,001

This item increases OED's projection for Special Event (SE) permit fee collections by \$388,000 in 2022 to reflect a total SE fee collection of \$855,000 in 2022. This change assumes that OED will collect about 75% of the total fees collected in 2019 when SE permitting was at its peak of \$1.14M.

Health Care Technical Adjustment

Expenditures -

Baseline

Citywide Adjustments for Standard Cost Changes

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Expenditures \$42,896

Citywide technical adjustments made in the baseline phase reflect changes to internal services costs, including rates from the Department of Finance & Administrative Services, Seattle Information Technology Department, Seattle Department of Human Resources, and for healthcare, retirement and industrial insurance charges for the department. These adjustments reflect initial assumptions about these costs and inflators early in the budget process.

Baseline Adjustments for Personnel Costs

Expenditures \$126,550

This centrally administered change adjusts appropriations to restore the annual wage increase for non-represented Executives, Managers and Strategic Advisors, which was forgone in 2021 due to financial constraints.

Expenditure Overview

| Appropriations | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|--|-------------------|-------------------|-------------------|
| OED - BO-ED-ADMIN - Leadership and Administration | | | |
| 00100 - General Fund | 2,297,937 | 2,611,251 | 2,892,730 |
| 14500 - Payroll Expense Tax | - | - | 77,516 |
| Total for BSL: BO-ED-ADMIN | 2,297,937 | 2,611,251 | 2,970,246 |
| OED - BO-ED-X1D00 - Business Services | | | |
| 00100 - General Fund | 13,572,923 | 11,943,286 | 9,171,991 |
| 12400 - Arts and Culture Fund | 115,779 | 62,597 | - |
| 14000 - Coronavirus Local Fiscal Recovery Fund | - | - | 7,600,000 |
| 14500 - Payroll Expense Tax | - | - | 9,622,484 |
| Total for BSL: BO-ED-X1D00 | 13,688,702 | 12,005,883 | 26,394,475 |
| Department Total | 15,986,639 | 14,617,134 | 29,364,721 |
| Department Full-Time Equivalents Total* | 37.00 | 36.00 | 40.00 |

** FTE totals are provided for informational purposes only. Changes in FTEs resulting from City Council or Human Resources Director actions outside of the budget process may not be detailed here*

Budget Summary by Fund Office of Economic Development

| | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|--|-------------------|-------------------|-------------------|
| 00100 - General Fund | 15,870,860 | 14,554,537 | 12,064,722 |
| 12400 - Arts and Culture Fund | 115,779 | 62,597 | - |
| 14000 - Coronavirus Local Fiscal Recovery Fund | - | - | 7,600,000 |
| 14500 - Payroll Expense Tax | - | - | 9,700,000 |
| Budget Totals for OED | 15,986,639 | 14,617,134 | 29,364,721 |

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Appropriations by Budget Summary Level and Program

OED - BO-ED-ADMIN - Leadership and Administration

The purpose of the Leadership and Administration Budget Summary Level is to provide executive, community, financial, human resource, technology and business support to the Office of Economic Development.

| Program Expenditures | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|------------------------------|-------------------------|-------------------------|--------------------------|
| Citywide Indirect Costs | 687,279 | 811,449 | 793,428 |
| Departmental Indirect Costs | 1,024,658 | 1,245,439 | 1,465,560 |
| Pooled Benefits | 586,001 | 554,363 | 711,259 |
| Total | 2,297,937 | 2,611,251 | 2,970,246 |
| Full-time Equivalents Total* | 8.00 | 8.00 | 8.00 |

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The following information summarizes the programs in Leadership and Administration Budget Summary Level:

Citywide Indirect Costs

The purpose of the Citywide Indirect Costs program is to fund internal services costs originating from outside of the department such as allocated costs from the Department of Finance and Administrative Services and Seattle Information Technology Department.

| Expenditures/FTE | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|-------------------------|-------------------------|-------------------------|--------------------------|
| Citywide Indirect Costs | 687,279 | 811,449 | 793,428 |

Departmental Indirect Costs

The purpose of the Departmental Indirect Costs program is to fund costs associated with management of the department. This may include personnel costs related to department leadership and administration or other administrative costs such as external rent and operating supplies or services.

| Expenditures/FTE | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|-----------------------------|-------------------------|-------------------------|--------------------------|
| Departmental Indirect Costs | 1,024,658 | 1,245,439 | 1,465,560 |
| Full Time Equivalents Total | 8.00 | 8.00 | 8.00 |

Pooled Benefits

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The purpose of the Pooled Benefits program is to fund department costs associated with health and dental insurance, workers compensation, and unemployment insurance contributions.

| Expenditures/FTE | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|------------------|-----------------|-----------------|------------------|
| Pooled Benefits | 586,001 | 554,363 | 711,259 |

OED - BO-ED-X1D00 - Business Services

The purpose of the Business Services Budget Summary Level is to promote economic development in the City.

| Program Expenditures | 2020 Actuals | 2021 Adopted | 2022 Proposed |
|------------------------------|-------------------|-------------------|-------------------|
| Business Services | 13,688,702 | 12,005,883 | 26,394,475 |
| Total | 13,688,702 | 12,005,883 | 26,394,475 |
| Full-time Equivalents Total* | 29.00 | 28.00 | 32.00 |

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