

Rainier Valley South – Fulfilling the Promise Creating Jobs and Pathways for Economic Mobility

Full Council Briefing, March 31, 2014

What is the Promise Zone?

Program Goals

Promise Zone accelerates and strengthens efforts at comprehensive place-based community revitalization.

The five primary goals of Promise Zones are

- creating jobs
- increasing economic activity
- improving educational opportunities
- reducing violent crime
- leveraging private investment



What is the Promise Zone?

What does a Promise Zone designation mean?

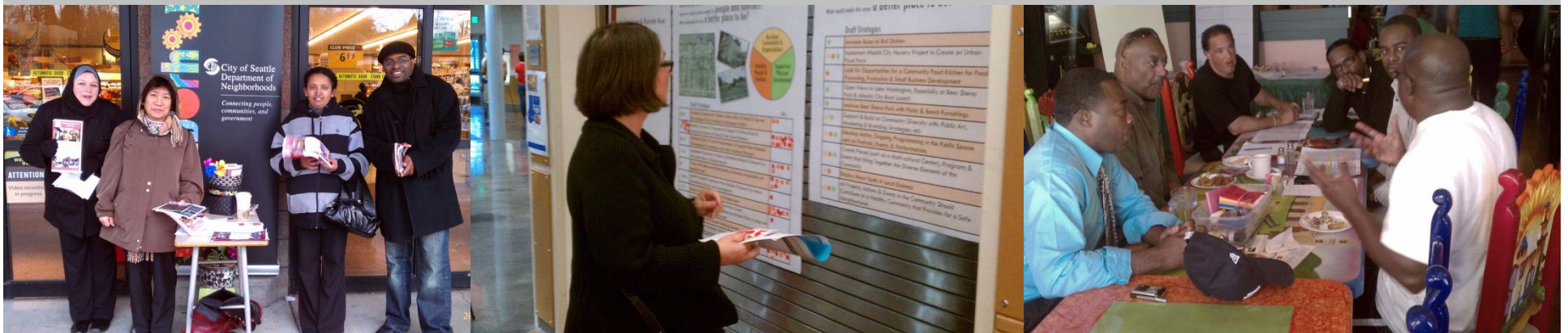
- Designation lasts 10 years and will be extended to make use of tax credits
- Promise Zones tax incentives: tax credits for private businesses hiring and investing in Promise Zones
- Intensive Federal partnership: specialized technical assistance
- Competitive advantage for place-based investments:
 - Choice Neighborhoods, Promise Neighborhoods, Byrne Criminal Justice Innovation
- Preference points, technical assistance, preferred access and other benefits from additional federal programs

Seattle's Promise Zone

Rainier Valley South – Fulfilling the Promise

Creating Jobs and Pathways for Economic Mobility

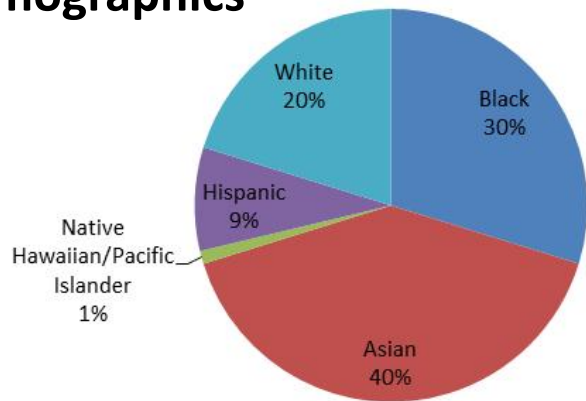
- Direct outgrowth of the Rainier Beach Neighborhood Plan Update
- Developed with the City's Healthy Living Assessment
- Extensive community engagement
- Rainier Beach Moving Forward, the community stakeholders group, is making this project happen



Seattle's Promise Zone

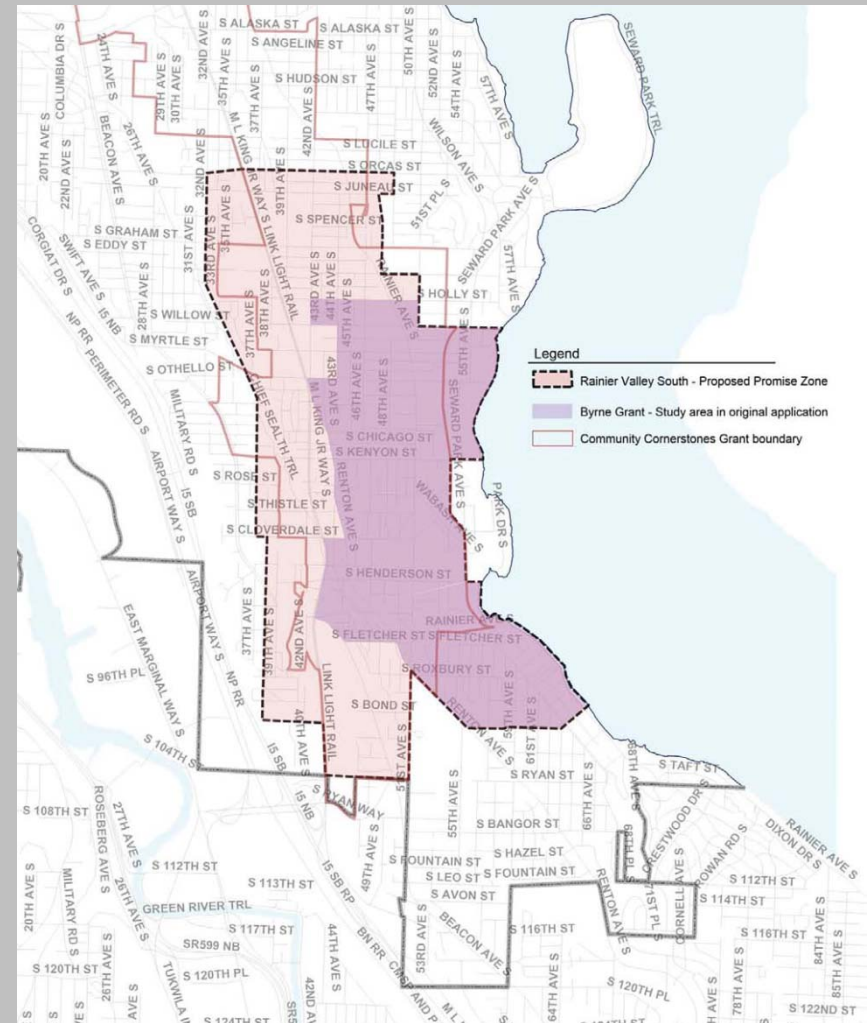
Rainier Valley South – Background

Demographics



Statistics

- population - 25,000
- area wide poverty rate - 31%,
- poverty rate (one census tract) - 43%,
- unemployment rate - 12%,
- vacancy rate - 5%



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Rainier Valley South – Fulfilling the Promise

This effort supports the work of the community to implement a Food Innovation Zone around the Rainier Beach light rail station.

- create economic vitality
- improve education and workforce development
- reduce violent crime
- leverage private investment



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CREATE ECONOMIC VITALITY: THE RAINIER BEACH FOOD INNOVATION ZONE

Rainier Valley South's ethnic diversity is a valuable, untapped resource to establish an international food culture and trade in the neighborhood. Rainier Valley South has a unique opportunity to combine its urban farms, ethnic food producers and light industrial zone.



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CREATE ECONOMIC VITALITY:

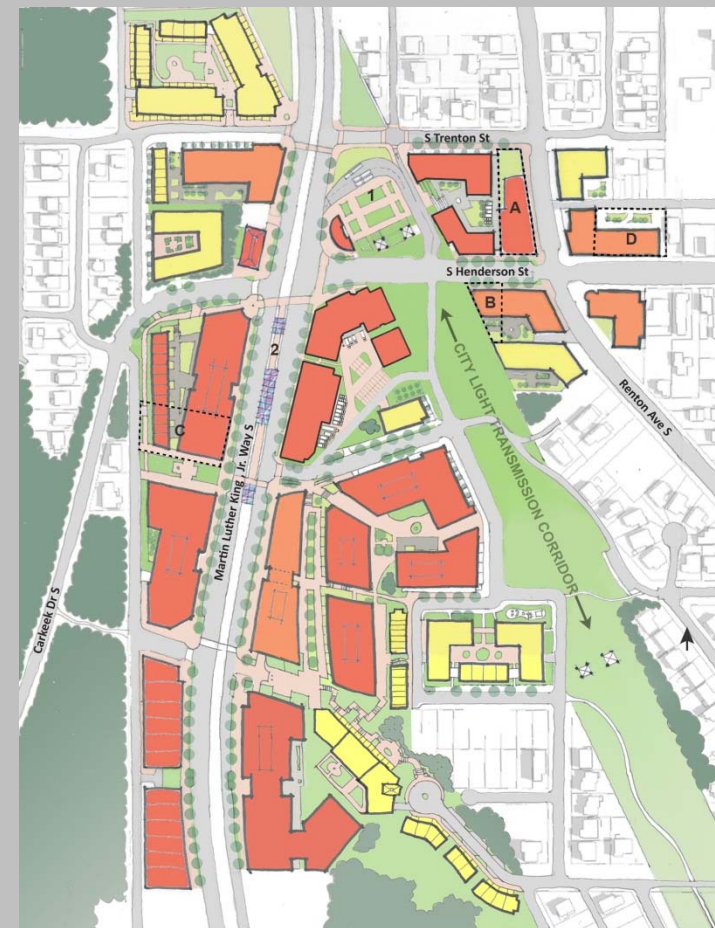
Rainier Beach: Uniquely located at the nexus of several regional manufacturing and industrial areas and southeast Seattle's residential neighborhoods.



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CREATE ECONOMIC VITALITY:

A new model of transit oriented development that prioritizes employment, education and entrepreneurship.



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Food Innovation Partners Workshop October, 2013

Food Innovation Center: Preliminary Building Program

- Commissary, incubator and training kitchens
- Education/training
- Financial opportunity center
- Community gathering space
- Food aggregation
- Value-added food processing
- Food bank
- Daycare
- Dry and freezer storage
- Retail spaces



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Food Innovation Partners Workshop October, 2013

Food Innovation Center: Benefits

The Center will have the capacity to train low-income residents in culinary and business skills for the food industry and serve as a kitchen incubator for local entrepreneurs to develop ethnic catering and food truck businesses.



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IMPROVE EDUCATION & WORKFORCE DEVELOPMENT

The Rainier Valley South community highly values education. Co-locating the following Promise Zone partners could create a seamless path of education, training, jobs and business entrepreneurship support.

- Rainier Beach High School Culinary Arts Program
- South Seattle Community College
- Renton Technical College
- Financial Opportunity Center
- Bainbridge Graduate Institute



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REDUCE VIOLENT CRIME

The Rainier Beach Food Innovation Center is a collective effort by Rainier Beach Moving Forward and other community partners to create an innovative approach to improving an area that is currently a Hot Spot.

The Food Innovation Center will:

- Be a place for education, training and jobs
- Increase supervision and provide structure
- Change the physical environment
- Build collective efficacy: “It takes a village...”



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LEVERAGE PRIVATE INVESTMENT

Public and philanthropic investments can leverage private investment from local food industries seeking to locate in an area with a potential workforce and facilities to train Rainier Valley South residents.

- Federal grants (Community Cornerstones, Seattle's HUD Challenge Grant, Byrne Criminal Justice Innovation Grant)
- Public agency partners (schools, higher education, vocational training, workforce development, business entrepreneurial support)
- Agencies removing barriers to success (Financial Opportunity Center)
- City programs (DPD Community Development, Race and Social Justice Initiative, Workforce Development, Families and Education Levy, Seattle Youth Violence Prevention Initiative)
- City funds (CDBG, Section 108, general fund, capital improvements)
- Philanthropic support

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WHAT'S NEXT

- We plan to re-apply
- Our strengths:
 - It hit all the Promise Zone goals
 - No other proposals included such an innovative model
 - “Awesome municipal support”
 - Community engagement and partnership
- Opportunities to grow:
 - Think bigger and provide more details
 - Include more information about key internal partners such as the Youth and Families Levy and OED
 - Be clear that this is an on-going effort with or without Promise Zones support

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PARTNERSHIP OPPORTUNITIES

- Leadership guidance
- Leadership to prioritize this project
- Leadership support to bring the full circle of partners to the table
- Leadership support to seek and allocate the necessary resources

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BUILDING ON COMMUNITY ASSETS

The Food Innovation Center builds on community assets:

- Rainier Beach Neighborhood Plan priorities and community passion
- The drive of Rainier Beach Moving Forward and the Food Innovation Partners
- This culturally rich community's food heritage
- Seattle Tilth's Food Hub, enabling small and emerging farm enterprises to increase the economic impact of the Food Innovation Partners and for the neighborhood.

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TO ACHIEVE COMMUNITY GOALS

The Food Innovation Center aims to:

- Support equitable development
- Transform the area to be on par with neighborhoods that have historically received substantial public and private investments
- Catalyze additional private investment
- Transform Rainier Beach into a thriving and sustainable local economy that complements local culture and social life
- Train people in Rainier Valley to be highly skilled workers and entrepreneurs in emerging specialty food economy
- Enable present and future generations to envision a school to workplace pathway
- Create a resilient community in control of its economic destiny

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FULFILLING THE PROMISE

Participation in a Promise Zone will help coordinate federal programs to support our training, business and workforce goals for a new TOD model focused on employment, education and entrepreneurship

- This is just a first step to catalyze investment
- Ability to create competitive advantage for businesses locating in the Zone will encourage greater investment in this area
- Co-locating these elements creates a stronger and more vibrant local economy, enhancing success for all partners and the community.

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