

Seattle Economic Development Commission – First Meeting

Tuesday, April 30, 2013 – 10:00am to Noon

Host: University of Washington, Parrington Hall
Parrington Forum (Room 309)

Commissioners Present: Rob Mohn, Jill Wakefield, Tanya Jimale, Ken Willman, Christine Hanna, Sarah Patterson, Michael Rawding, David Freiboth, Brad Tong, Michael Young, Alan Nay, Chris DeVore, Chris Rivera, Tay Yoshitani, and Maud Daudon.

Staff and Guests: Steve Johnson, Brian Surratt, Danielle Hursh, Corey Blaustein, Office of Economic Development; Michele Scoleri, Mayor's Office; Alex Blackstone, Lucy Weiland, Killer Infographics; Randy Hodgins, Steve Page, University of Washington; Sally Clark, Seattle City Council; David Yeaworth, Council President Clark's Office; Mike Merritt, Dan Burke, Port of Seattle; George Allen, Greater Seattle Chamber of Commerce.

Facilitator: Claudia Bach, AdvisArts.

Presenters: Dean Sandra Archibald, David Harrison, Seth McKinney, Evans School of Public Affairs, University of Washington.

Welcome and Introductions

- City Council President Sally Clark welcomed the commissioners.
- Round the table introductions.

Purpose, 2013 Scope, and Regional Economic Context

- Steve Johnson, Office of Economic Development discussed Seattle's history of audacious ideas and the need for the City and businesses to work together to improve business in Seattle.
- How do we get in front and drive the agenda instead of just responding?
- Several areas of economic strength to build upon:
 - Unique and attractive neighborhoods
 - 15,000 additional jobs and \$35 million in additional local tax revenues generated in South Lake Union since 2004.
 - Future opportunities in places such as Yesler Terrace, the University District west of 15th, Ballard, Lake City, Capitol Hill, and commercial nodes at stations along the light rail line.
 - Strong leadership in creative industries
 - ArtPlace names Capitol Hill as one of nation's 12 best neighborhoods for art
 - \$447 million industry in Seattle supporting more than 10,000 jobs and generating more than \$38 million in local and state revenue.
 - More than 115,000 jobs in interactive media, including software, games, mobile, social media, advertising, education
 - Economic diversity creates resiliency, especially the strong presence of basic industries
 - Approximately 90,000 workers in manufacturing, logistics and maritime industries
 - Estimated to generate \$6 billion annually in taxable retail sales and more than , \$37 million in B&O taxes
- Three fundamental ways the City can support economic success across all sectors

- Tax and regulatory environment – sales and B&O taxes generate nearly half of local general fund revenues. Need adaptable and flexible systems to respond to changing conditions in a competitive economy
- Talent development – Seattle has a highly educated workforce but does better recruiting talent than developing local talent
 - Unfilled demand for computer engineers
 - About half of high school students do not enter college one year after graduation
- Maintaining a next generation infrastructure, including roads, bridges, transit, energy and water distribution, and fiber optic broadband network.
- City has legacy of taking bold steps to invest in future prosperity as seen in investments in hydro electric dams, safe drinking water, the Seattle World's Fair, and Forward Thrust to clean up Lake Washington.

Economic Development Planning in Seattle: A Review and Analysis of Current Plans and Strategies Presentation

- Presentation by Seth McKinney, David Harrison, and Dean Sandra Archibald, Evans School of Public Affairs.
- The report reviewed the plans and strategies of ten economic development and workforce development agencies in Washington State for the purpose of advising the Commission on the value added role the City of Seattle should play to support a prosperous, equitable, and sustainable regional economy.
- Key findings of the report include:
 - The various state, regional, and local plans are well aligned thematically, particularly along the lines of targeted industry clusters
 - The success of the Commission depends on the better integration of strategies within Seattle's borders.
 - The advancement of a cluster approach within Seattle's borders is complex, ever evolving, and requires continuous collaboration that is difficult.
 - For a link to the full report please follow: <http://evans.uw.edu/about/news/evans-school-student-seth-mckinney-commissioned-to-write-city-of-seattle-report>

Economic Development Commission Vision Statement Development

Members were asked to share their thoughts on the kind of place they want Seattle to be in 2023 and the ways the Commission help to make that happen. The answers are categorized below.

1. *The Seattle Economic Development Commission envisions Seattle in 2023 as the/a place where:*

Economic Diversity

- The health of the community is not sacrificed or exchanged for “race to the bottom” economic development.
- True diversity of thought and political viewpoints welcome.
- Our resources are nurtured and developed to create, retain, and grow healthy mix of industries and investment for long-term economic prosperity and prominence, and where opportunities are leveraged effectively to best achieve the vision.
- Seattle in 2023 as a place with a vibrant, diverse economy built on a foundation of outstanding, education, transportation systems, and overall quality of life.

- We lead the world in growing a diversified, innovative and sustainable economy that: improves social justice, improves environment, improves bottom line.
- Employers are invested and expanding and opportunities for economic development are abundant and growing.

Innovation

- New efficient and eco-friendly ways of urban planning and living are being developed and applied.
- Known for cutting edge thinking and doing in various sectors including technology, bio-med, finance, education, and the arts and effective government.
- Innovation/cutting edge thinking leading to vibrant, value added execution of strategy.
- Organizations and people from around the world choose to develop and deliver solutions to global problems while enjoying our unique environment and quality of life.
- Innovation drives competitive output for City's economy.
- Leader in Innovation.

Talent

- Seattle as a place where talented people chose to live, learn, and create.
- Extremely well equipped local and non-local talent come together.
- Seattle's young people can stay in Seattle – and want to stay in Seattle – employed at high end jobs.
- Economic development addresses wealth disparity and takes into account semi and unskilled workers.
- Where best K-12, college and universities work with businesses and government to create a community that creates innovative, great jobs and opportunities.

Quality of Life

- Seattle in 2023 as a place where families are drawn to live, work, and play.
- Everyone who lives and works here can access the great jobs and great quality of life.
- People want to relocate to because of culture and jobs.

Competitiveness

- Capital and talent from around the county - and the world – come to make an outsized impact on the global economy, culture, and quality of life.
- Diversified and international businesses/industries thrive.
- Global leader in Industries.
- Output is quality of life, prosperity, credited for being known for...cultural economic identify.
- World class city where collective impact works – where education, government and businesses work together to create innovative business opportunities and best quality of life in the nation.
- World class city and destination.

2. Over the next ten years, the EDC will help Seattle accomplish this economic vision by:

Communications

- Create PR/messaging/story that communicates Seattle is The Coolest/ Most Attractive/ Livable city.

Regulatory Environment

- Keeping government policy out of the way of organized business development.
- Regulatory and communications opportunities for the city and region.

Talent

- Encourage young smart people to move here.
- Stressing – and finding ways to economically support – high end education.

Collaboration

- Recognize where private sector is headed.
- Leveraging others: aligning thoughts and all economic development organizations, identifying gaps in approach and finding measures to address, supporting innovation, developing a skilled and excellent workforce, improving regulatory processes, support efforts to benchmark, NOT DUPLICATE EFFORTS.
- Coordinating economic development initiatives and broadening economic success amongst all workers.
- Identifying areas of competitive advantage and ways to exploit them.
- Activating a broader group of contributors and constituents to get things done.
- Being solution-driven, strengthening creative cross-sector partnerships, codifying priorities/goals clearly + transparently, committing to actions that are measurable and accountable.
- Focusing limited community resources and attention on the highest-impact investment.

Infrastructure

- Identifying the “Foundational Elements” that support current and potential future clusters.
- Identifying “gaps” in those foundational elements.

Commissioners discussed two other sources of input related to development of an economic development vision for the City of Seattle:

- Shared Vision for Regional Prosperity developed under the leadership of the Seattle Metropolitan Chamber of Commerce:
http://www.seattlechamber.com/Libraries/Program_Documents/A_Shared_Regional_Vision_for_Sustainable_Prospersity.sflb.ashx
- Relevant themes prepared by the staff at the Office of Economic Development:
 - Entrepreneurs – How do we make sure this City is open and supportive of entrepreneurs? Have resources to support a range of businesses from small business owners to multi-nationals.
 - Diversity – How do we ensure a diversity of industry sectors and jobs?
 - Partnership and Collaboration – Seattle has a history of collaboration and you see it reflected in our sectors. Biotech example.
 - Growing income inequity – Seattle take a stand in that we recognize and address income disparities. Need more upward mobility to ensure we are taking maximum advantage of home grown talent.
 - Coordinated workforce and training system – K-12 and through college must be as strong as possible and be able to ease transitions from one system to the other to provide maximum skill attainment to support our economy.

Election of Commission Chairperson and Vice Chairperson

- Chris DeVore volunteered to be Chair
- Jill Wakefield to be Vice Chair.
- Voted and approved.

Next Steps and Adjournment

- Staff will be reviewing information provided today and notes from the visioning exercise.
- Look at the research that has been done and is currently being done to continue to improve our understanding of Seattle’s economy.
- Next Meeting is June 6th, hosted by Russell Investments.
- Thank you to UW/Evans School for hosting us.