



INNOVATE.

EDUCATE.

BUILD.

2013

Seattle
JOBSPLAN



PHOTO CREDIT: Mayor's Office

Seattle Jobless Rate Drops Below 5% for the First Time Since 2008
Washington State Employment Security Department,
June 19, 2013

Good news about our city's economy keeps rolling in. Seattle continues to outperform the region, the state, and the country in our rate of job growth and retail sales. Our monthly unemployment rate is down to 4.7 percent in April, well below that of the state and the nation as a whole. We're training workers through the Seattle Jobs Initiative, investing in schools, and building new infrastructure.

This is great news for Seattle. But we can't coast on our success. We can look across America to see examples of cities that did not continue innovating and fell into decline. Seattle has been there before. And we have more work to do. Some residents still struggle to find work. Others have a job but still don't make enough money to support their families. Our neighborhood businesses have bounced back from the recession, but still need support to remain strong.

This Seattle Jobs Plan update is focused on supporting innovation and building shared prosperity. We are launching *Startup Seattle*, an initiative to support the growth of the Seattle technology startup community. We will work to streamline regulation and permitting of restaurants and cafés. We will also improve construction permitting across City departments to save time and improve transparency. We'll support expansion of our manufacturing and maritime industries. And we're building the next generation infrastructure, from rail to broadband, that can sustain innovation for decades to come.

One way we are helping build shared prosperity is by extending job training programs to residents who need it most. Our *Pathways to Careers* initiative provides professional education and training that supports lifelong learning and skills acquisition for working adults in low-income households who have less than two years of college. The *Career Bridge* program helps working adults with additional barriers, such as English language learners or those with criminal records, gain access to the *Pathways to Careers* initiative and obtain the skills they need to get better jobs. It has a 68 percent success rate midway through its first year.

Our growing economy supports diverse and creative neighborhood businesses. Through the Seattle Jobs Plan we will invest \$1.5 million annually directly in our neighborhood business districts through the *Only in Seattle* initiative. We will help create dynamic urban neighborhoods that attract talented people and can accommodate new jobs and businesses through new action plans across the city.

This Seattle Jobs Plan update includes specific, actionable items to help Seattle innovate, educate our children, and build for the future. I invite you to read about the efforts in these pages, and to consider ways we can partner with you to achieve the goals we share. I look forward to working with you to create more jobs and build shared prosperity in Seattle.

Sincerely,

Mike McGinn
Mayor of Seattle
June 25, 2013

“Through the Seattle Jobs Plan we will invest \$1.5 million annually directly in our neighborhood business districts through the *Only in Seattle* initiative. We will help create dynamic urban neighborhoods that attract talented people and can accommodate new jobs and businesses through new action plans across the city.”

Mayor Mike McGinn
June, 2013

COVER CONSTRUCTION PHOTO CREDIT: Mayor's Office

Economic Indicators: *a snapshot of recovery*

Seattle represents the new urban economy, where innovation and international trade are the key drivers of jobs and economic prosperity. Seattle businesses and institutions lead the nation in such diverse fields as software, e-commerce, interactive media, life sciences, advanced manufacturing, global health, and philanthropy. These industries are major contributors to Seattle's robust economy and have experienced significant growth in recent years, helping to explain why Seattle is out-performing many other urban areas around the country in economic growth.

	2009	TODAY	CHANGE
BUSINESS INCOME			
Business Income Update (Billions, 2012\$)	\$53.3	\$58.3	↑ 9.4%
JOB GROWTH			
Employment	473,300	502,000	↑ 6.1%
Unemployment, (Not seasonally adjusted, April 3mma 2013)	8.0%	4.7%	↓ -3.3%
BUSINESS START-UPS			
Total Businesses Update (2012)	55,000	58,000	↑ 5.8%
EDUCATIONAL ATTAINMENT			
Higher Education Degrees Awarded (2011)	17,130	18,752	↑ 9.5%

We invite you to visit the Office of Economic Development's website at www.seattle.gov/economicdevelopment for complete statistics of the Seattle Economic Indicators.



Sources: Washington State Employment Security Department, Puget Sound Regional Council, Community Attributes Inc., 2013

Jobs Plan *by the numbers*

- ✓ Seattle's unemployment rate in April (3mma, not seasonally adjusted) was 4.7%, compared to 5.5% for the Seattle metropolitan area (seasonally adjusted, 3mma)
- ✓ Since its low-point in February 2010, Seattle metropolitan area non-farm employment has grown 7.7% (as of May 2013), outpacing the state's growth rate of 5.8% and the U.S.'s growth rate of 4.9%
- ✓ Nearly 10,000 individuals received training and employment services through the Seattle Jobs Initiative and other workforce development partners, resulting in 1,747 job placements
- ✓ Seattle businesses generated \$58.3 billion in taxable income in 2012, up 8.9% from 2011
- ✓ Value of construction permits increased almost 63%, from \$1.6 billion in 2010 to a projected \$2.6 billion in 2013
- ✓ Issued permits for over 9,000 net housing units in 2012, the highest year ever since the City started tracking permits electronically in 1984
- ✓ From 4th quarter 2009 to 4th quarter 2012, Seattle's taxable retail sales grew 20.2%, while the state's growth was 13.4%
- ✓ City projects the value of real estate transactions for 2013 to 2015 to be \$25 billion, a 25% increase over the previous three years, indicating the continued strengthening and recovery of the real estate market
- ✓ 60,018 businesses were licensed in Seattle at the end of 2012, which was 3,000 more businesses licensed than in 2011
- ✓ Distributed \$84.9 million in financing to 118 businesses, resulting in 1,476 jobs created or retained, since 2010
- ✓ Invested over \$12 million to support business district initiatives and community projects in our neighborhoods since 2010
- ✓ Creative industries were responsible for more than \$494 million in revenues in the Seattle Metro Area, and employ more than 30,000 jobs in 2011



PHOTO CREDIT: Mayor's Office

**Seattle Ranks #10 City in the World
on Innovation Cities Index**

2ThinkNow, February 27, 2013

“When we wanted to move our business, we chose Seattle, which is a great place for businesses to thrive. Rents are affordable, taxes are favorable, and the city and culture are really welcoming. It’s a great place to find your niche and thrive. For our particular company, being close to Washington wine country is an added bonus. The setting here is undoubtedly a positive contributor to our success.”

Ben Inadomi, Co-founder, True Fabrications

Doolie's Hot Sauce

Born in Somalia and a West Seattle High School graduate, Abdul “Doolie” Mohamud found his way into the hearts and kitchens of Seattle with Doolie’s Hot Sauce. Based on his grandmother’s recipe, this versatile sauce includes a blend of coconut, chili peppers and lemon. After recognizing that the most successful part of a failed restaurant venture was the hot sauce he had created, Doolie launched it in 2012 as a business of its own. With no formal business training, Doolie sought the support of entrepreneurial training and coaching from Washington C.A.S.H., an Office of Economic Development partner, to help him grow his business. Since then, the company has added six wholesale accounts, including Metropolitan Market, West Seattle Thriftway, and West Seattle Produce Company.

“It’s amazing how much my business has grown in a short time. When I started, West Seattle Produce Company was the only location selling Doolie’s Hot Sauce, and now I am selling in 22 locations. The staff at Washington C.A.S.H. are like team members, there to give me feedback and help, and they are rooting for my success. I am excited to keep growing my business and continuing to explore new opportunities, like participating in the Bite of Seattle this year.”

Abdul “Doolie” Mohamud, Founder and Owner, Doolie’s Hot Sauce



PHOTO CREDIT: Rachel Sawyer

Looking Ahead

Continuing to sustain and enhance Seattle's innovative economy is an important part of our Seattle Jobs Plan. That includes improving the ways we support new entrepreneurial ventures, develop homegrown talent, enhance our quality of life, and build and maintain the next generation of infrastructure.

Innovate

Continue to **improve City permitting** to support job creation:

- Improve the experience of **starting and operating restaurants and cafés** by simplifying regulation and permitting processes with better coordination among City, County, and State governments, and enhancing services to business owners
- Improve **construction permitting** across City departments to save time and improve transparency of decision-making, with additional staff, expanded electronic plan review process, and redesigned website to meet increased demand for permits

Make Seattle the best city in the country in which to be a technology entrepreneur by partnering with current industry leaders to **launch Startup Seattle**. Elements include: creating a Startup Business Sector Liaison position, expanding educational opportunities in technology, creating and supporting vibrant startup hubs across Seattle, and enabling the build out of next-generation broadband infrastructure

Execute three creative partnerships with the State of Washington and King County as part of the **Industrial Development District program**. The projects will support



industrial clean-up efforts and expanded cargo capacity at the Port of Seattle, and engage industry to explore new approaches to the treatment and compliance of industrial stormwater

Support industries **creating green jobs**:

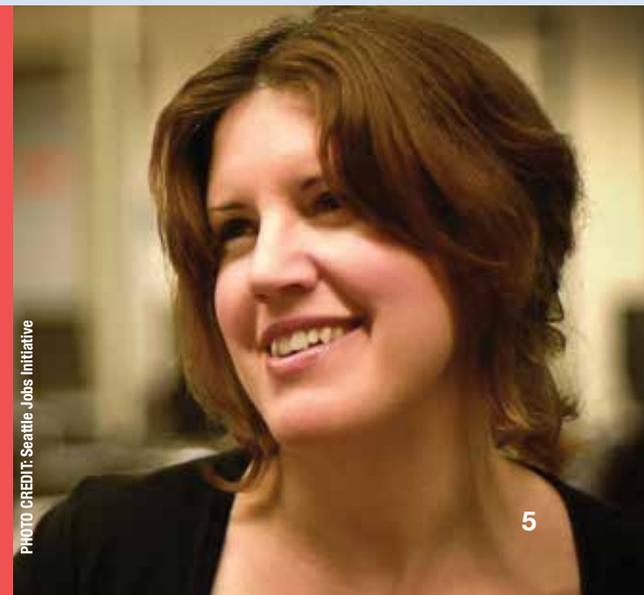
- **Build an energy efficiency sector in Seattle** that can continue to export knowledge and products around the world while creating jobs and sustainable neighborhoods at home. Work with companies to achieve energy savings, increase market awareness of new energy management technologies, and link conservation incentives to technologies that improve energy performance
- Initiate a **Pay-for-Performance Pilot Program** targeting three commercial office buildings with incentives paid annually based on measured energy savings
- Grow Community Power Works from a grant-funded pilot project into an ongoing program **delivering energy upgrades** for Seattle homeowners
- Continue to **provide local jobs in the energy efficiency and weatherization sector** while helping low-income residents save energy through the HomeWise Weatherization Program

Profile of a Pathways to Careers student

Dede O'Loughlin, a single parent from North Seattle, was supporting herself with food stamps, and wanted to break out of that cycle with a good job. O'Loughlin took advantage of help offered by Basic Food, the state's food-stamp program, to target a career and train for it. As part of *Pathways to Careers* through the Seattle Jobs Initiative, which works with low-income people seeking jobs, she pursued training in medical-information technology and enrolled at South Seattle Community College. Now working at Seattle Children's Hospital, O'Loughlin has a job she loves and provides her sons with full health, dental, and vision coverage.

"It's so much different than going somewhere and just getting a paycheck," she said. "It's changed our lives completely."

Dede O'Loughlin, Seattle Jobs Initiative participant



Educate

Implement the **Families and Education Levy**, which invests \$235 million over seven years to prepare students for college and a career. Measure results by the percentage of students who are ready to succeed in school by kindergarten, proficient at reading and math in elementary school, and who graduate high school on time and are ready for college or career

Expand arts education in the classroom to foster 21st century skills for our youngest learners, with a \$500,000 investment in Seattle Public Schools made possible through higher-than-projected admissions tax proceeds

Launch an Early Learning Academy to provide early learning training for preschool providers, improving school readiness outcomes for young children with the goal of having all children reading at grade level in the third grade

Expand the Pathways to Careers partnership with education, industry, labor, nonprofit organizations, and philanthropy to transform professional education and training to low-income adults

- **Expand the Career Bridge program** to help more adults in crisis stabilize their lives, secure employment, and pursue a personal plan of action that leads to career advancement and greater economic stability. The expansion will emphasize access and support to communities of color struggling to overcome historic discrimination and immigrant and refugee populations with extremely limited English language and job skills
- **Increase the number of students**, from 600 to date, who are receiving training in the high-growth industrial, logistics, business, and health care industries, which offer students the quickest route to high demand, high paying careers
- **Establish, track, and report on success metrics** that demonstrate impact and measure results
- **Form a leadership team** of educators, employers, and public officials who oversee the expansion of and improvements to the *Pathways to Careers* partnership

Bainbridge Graduate Institute, CityU of Seattle and Northeastern University

Seattle keeps getting smarter! Three universities opened urban campuses in Seattle's downtown core in 2013, Bainbridge Graduate Institute in Pioneer Square, CityU of Seattle in Belltown and Northeastern University in South Lake Union. Together they serve over 700 students and increase opportunities for our residents to develop the specific skills most in demand by Seattle's employers.

“Moving CityU’s flagship campus and worldwide headquarters to Seattle has enhanced its ability to serve the community and students. According to students at CityU, 94 percent believe their studies help them develop professional competencies. Being in Seattle’s commercial hub will only serve to improve these career development opportunities. We are excited to be in this thriving city, and look forward to the many ways our community benefits from CityU.”

Richard Carter, President-Elect, CityU of Seattle

Partner with local employers and the Seattle-King County Workforce Development Council to dramatically **increase youth employment and internship opportunities** in the private sector

Build

Over the next five years Seattle will spend billions on major capital projects that will **renew our infrastructure, enhance our quality of life, and create thousands of good jobs**. Projects include:

- **Rebuild the Elliott Bay Seawall**, through a \$300 million investment; a Community Workforce Agreement with local Unions promotes local apprenticeship programs, as well as women and minority hiring on this project
- Provide a modernized **north recycling and disposal facility** by investing over \$100 million, generating 260 jobs over five years
- **Prevent combined sewer overflows** into local waterways over the next five years by investing about \$200 million in capital projects, providing an estimated 500 jobs in the region
- Provide **environmental benefits and enhance water quality** in the city's streams and water bodies through Seattle Public Utilities' innovative Green Stormwater infrastructure projects
- **Clean up the Lower Duwamish Waterway** in partnership with King County, Port of Seattle, and the Boeing Company, creating between 1,200 and 7,300 jobs



PHOTO CREDIT: Mayor's Office

- **Provide reliable, clean electricity with redundant systems** to high-tech and biotech businesses by building a new north of downtown substation and South Lake Union network with an investment of \$168.8 million
- **Bring broadband to more of Seattle's neighborhoods** and businesses by developing a high-speed, high-quality broadband network in Seattle in partnership with the private sector and the University of Washington. This partnership will create over 400 jobs through direct hires, contractors and suppliers over the next five years

Continue to invest in **transportation infrastructure**, including:

- Connect Seattle's neighborhoods with **high-capacity transit**, to provide residents and businesses with affordable, reliable ways to get around our city. Planning work for the downtown to Ballard and the Center City corridors is now underway
- Enhance connections between South Lake Union, Uptown, and Interbay with the two-way **Mercer Corridor West** project with investments of \$95 million
- Implement safer, higher quality **bicycle infrastructure** such as **cycle tracks** to improve travel options for commuters and shoppers
- **Complete the First Hill Streetcar** and extend it to the north Broadway business district

Create dynamic urban neighborhoods that attract talented people and can accommodate new jobs and businesses:

- Develop and execute new and collaborative action agendas for **neighborhood commercial district development** in the University District, Ballard, Lake City, Central District, and Uptown neighborhoods
- Execute the **30-acre redevelopment plan for Yesler Terrace**, including construction of up to 4,500 new housing units, a million square feet of new commercial space, workforce housing, and new open space
- **Redevelop the Central Waterfront**, with a focus on supporting existing businesses and keeping traffic moving through construction; design more than 20 acres of new public spaces to serve downtown; and work with downtown property owners and other

Seattle Ranks 3rd on List of Manufacturing Boomtowns
Forbes, May 15, 2013



partners to help fund waterfront public spaces, enhancing the seawall bond measure and the state's commitment of funds for the project

- **Focus expertise and funding to accelerate equitable transit-oriented development** at key light rail stations in partnership with other public agencies, businesses, property owners, nonprofit organizations, and residents. Particularly promising opportunities exist at the Othello, Mt. Baker, Beacon Hill, Rainier Beach, Broadway, Roosevelt, and Northgate light rail stations

Partner

Forge Seattle's economic future with the creation of an **Economic Development Commission** representing a cross section of business, industry, labor, and higher education leaders who are charged with identifying and enacting policies, projects and opportunities to support the economic health of Seattle, a high quality of life and a thriving middle class

Partner with King County and Chris Hansen to **build a new basketball and hockey arena**, bringing nearly \$800 million in new investment to Seattle. The arena will create family wage jobs in construction and operations, and support neighborhood businesses across the city

Continue to work with businesses, builders, and Seattle Public Schools to establish a **downtown school** to serve the new families expected to live and work in our city center in the coming years

Continue to partner with downtown businesses, residents, service providers, and City departments on our **Center City Initiative** to help make downtown Seattle streets more safe, inviting, and vibrant. Strategies include outreach and support services for people in need, hiring more police officers and expanding policing strategies, adding pedestrian improvements on 3rd Avenue, and adding new street furniture with a limited advertising program to help implement improvements

Highlights *of major accomplishments since 2010*

Investing in Seattle's residents, youth and young adults

- ✓ Provided employment services to nearly 10,000 individuals through our *Pathways to Careers* partnership with the Seattle Community College District, the Seattle Jobs Initiative and other workforce development partners, resulting in 1,747 job placements and 1,205 individuals receiving industry specific education and training in high-growth job sectors
- ✓ Launched the *Career Bridge* program to help individuals in crisis stabilize their lives, build community networks of support, obtain stable employment, and pursue a career plan that leads to economic self-sufficiency and increased social cohesion. Of the 32 individuals enrolled in the first three cohorts, 68% have been placed in a job, education or training program, and 96% feel more prepared to take the next step towards their career and life goals
- ✓ Held the first annual City of Music Career Day, with over 250 youth attending this free one-day program geared towards educating high school and college students about the many career paths available to them in our local music industry
- ✓ Increased computer and Internet training for our most vulnerable residents, as well as helping them with basic education, job training, and access to health and other essential services through \$940,000 in Technology Matching Fund grants to 70 community organizations from 2010-2012
- ✓ Doubled the Families and Education Levy funding to \$235 million to help Seattle children graduate from high school ready for college. For the 2012-13 school year, funds were awarded to 18 schools, 10 preschool providers, two community-based family support services providers, and nine new summer school programs
- ✓ Involved 22,000 students at over 60 schools in *The Be Here, Get There* attendance campaign to get students to the classroom, ready to learn, partnering with Seattle Public Schools and dozens of companies
- ✓ Graduated 37 pre-apprentices and apprentices in Seattle City Light and Seattle Public Utility programs, with an additional 36 apprentices in the pipeline for 2013 and 2014
- ✓ Reduced more than 124,000 metric tons of greenhouse gases, and created over 175,000 hours of work for over 1,000 local residents through \$39 million of public-private investment in Community Power Works projects
- ✓ Provided computer access dedicated to the job search process and 100 classes for 936 job seekers at the Seattle Public Library's Job Resource Center at the Central Library between 2010 and 2012
- ✓ Provided over 1,500 affordable rental units in 27 projects and supported an estimated 2,000 local jobs by investing over \$77 million through the Rental Housing Program, largely funded by the Seattle Housing levy, in 2010-2012
- ✓ Provided energy efficiency upgrades to about 4,500 homes of low-income families, and supported nearly 1,000 jobs with local small businesses by investing \$19 million through the HomeWise Weatherization Program from 2010-2012
- ✓ Hired local contractors to provide critical repairs to 117 homes by providing \$2.2 million in loans through the Home Repair Loan Program, supporting approximately 150 local jobs

**Seattle Ranked 4th Best City to
Work for a Small Business**
CardHub, June 4, 2013

Profile of a *Pathways to Careers* student

When Johnathan entered the *Pathways to Careers'* Career Bridge program, he wanted to provide for his family. Being unemployed and facing various challenges limited his opportunities. By improving his skills he was hired as a Warehouse Worker with Restaurant Depot in Woodinville at \$9.50 per hour in January, 2013. Now he is receiving full benefits and an hourly wage of \$9.85, and is eligible for another raise in August. Johnathan is now providing for his family and he, his partner and children are in stable housing.

“Career Bridge helped me and opened doors to this new opportunity at Restaurant Depot, and the staff have been so supportive and encouraging during a difficult time in my life. It’s good to be a part of something real and to have an opportunity to give something back. I am optimistic and feel bigger things coming.”

Johnathan, Career Bridge program participant

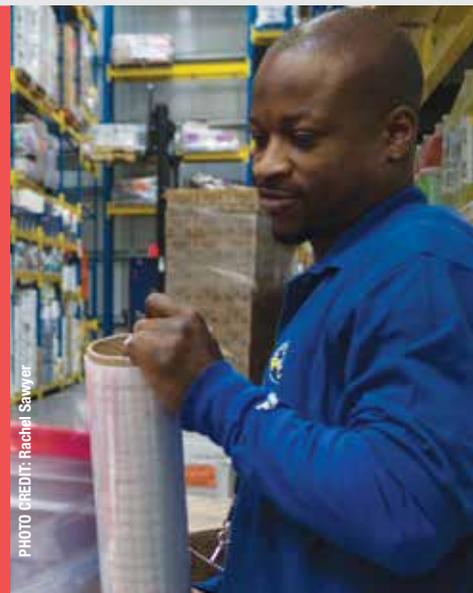


PHOTO CREDIT: Rachel Sawyer

Investing in Seattle's Entrepreneurs

- ✓ Disbursed \$84.9 million in financing to 118 businesses, resulting in 1,476 jobs created or retained
- ✓ Visited 1,625 businesses and connected 805 businesses with resources to solve problems and grow their companies
- ✓ Assisted 198 businesses with issues including permitting, public safety, transportation, and land use through the Citywide Business Advocacy Team
- ✓ Enabled women and minority-owned businesses to earn \$201.2 million in City funding for completed construction projects, goods, and services
- ✓ Processed over 1,200 film permits, including 18 feature films, of which more than 30 percent were commercial/corporate productions, creating over 6,000 local cast and crew jobs
- ✓ Supported over 1,200 special events
- ✓ Served 445 immigrant or refugee business owners with culturally appropriate entrepreneurial training
- ✓ Completed 2,816 business and multifamily-oriented conservation projects and provided \$39.2 million in Seattle City Light incentives for these projects, and helped leverage private sector funding to complete \$186.9 million in conservation projects

**Seattle Ranked 2nd Best City for
Women Entrepreneurs**
Nerd Wallet, February 25, 2013



PHOTO CREDIT: Rachel Sawyer

True Fabrications

True Fabrications is a wine and beverage accessories manufacturer and distributor, providing over 3,000 products to over 10,000 customers worldwide. The company was founded in June 2003 by college buddies Dhruv Agarwal, Nik Patel, and Ben Inadomi. The company grew from the Agarwal family's garage in Southern California to a thriving business with 75 employees outgrowing its location in the SODO neighborhood of Seattle. In 2012, the company purchased the Fremont Arts Foundry and is currently expanding their operations to include a retail, restaurant, and events space. The Office of Economic Development's Grow Seattle Fund provided the business with a \$1.3 million loan to help facilitate the company's transition, resulting in the creation of 25 new jobs. Because of its phenomenal growth, the company is now ranked #44 on Fortune Magazine's 2013 "Inner City 100" list of fastest growing small businesses.

"The Grow Seattle Fund loan helped us tremendously. It allowed us to hire more people and keep expanding our business. We've almost doubled our staff in the last year, and we're excited to move into our new space in Fremont this fall 2013."

Dhruv Agarwal, Co-founder,
True Fabrications

Lynn Shelton, local filmmaker

The long-term success of Seattle's film industry will be built on supporting the talented individuals making films here today. No better example exists than Seattle's own Lynn Shelton. Lynn has enjoyed incredible success as a filmmaker over the last few years, but it all started with investments from the local community and from government. Through the Office of Film + Music's streamlined \$25/day film permitting process, Lynn has found Seattle a desirable place to continue making films which support hundreds of jobs. Her most recent project "Laggies," which started production in June this year, was originally set to be in Orange County, California, but Shelton moved it to the Puget Sound area.

"Laggies marks a lot of watershed things for me in my career. It's my first multi-million dollar production. We have an incredibly talented group of collaborators who call Seattle home. I live here. I love making movies here. It's in my bones. It's in my blood. In order for me to be able to continue doing that, I need to have those people who can also live here and make a decent living."

Lynn Shelton, Seattle filmmaker



PHOTO CREDIT: Eliza Truitt

Investing in Seattle's Economic Strengths

- ✓ Invested over \$5 million as part of the *Only in Seattle* program to help neighborhood business districts execute strategies for business attraction and retention, marketing and promotion, cleanliness and safety, physical improvements, and organizational capacity building
- ✓ Invested in 518 projects via the Neighborhood Matching Fund, providing a total of over \$7 million for community-initiated projects in Seattle neighborhoods, with all projects leveraging additional private resources that either matched or exceeded the award amounts
- ✓ Proposed amendments to the International Fire Code that will allow life sciences and global health industries to expand
- ✓ Invested \$6.6 million in over 350 artists and cultural organizations, supporting nearly 20,000 performances, events and exhibit days. These programs served an audience of 4.5 million participants, and sustained nearly 13,500 jobs
- ✓ Through Seattle Tourism Improvement Area funding, partner Visit Seattle developed a nationally-recognized campaign to promote Seattle as the destination for arts, culture, food, wine and music in four markets. In addition to improved economic conditions, since the campaign launched, Seattle has seen record hotel occupancy (71.9 percent May 2013 year to date), positive year-over-year growth of hotel revenue per available room (up 5.7 percent year to date, May 2013 over May 2012), and an increase in hotel rooms on weekends

Plate of Nations

Among Seattle's hidden gems are the authentic ethnic restaurants prevalent along Martin Luther King Jr. (MLK) Way in the Rainier Valley. The Plate of Nations, sponsored by the MLK Business Association and the Office of Economic Development's *Only in Seattle* Initiative, is a unique event to raise awareness about these restaurants and bring in new customers. During the two-week promotion, the ten participating restaurants sold 700 signature dishes to more than 2,000 customers, 400 of them new customers. All ten participating businesses increased sales during the event – some as high as 25 percent.

**Pike/Pine Corridor Named One
of America's Top ArtPlaces 2013**
ArtPlace, January 7, 2013

- ✓ Business Improvement Areas (BIAs) are a key public/private partnership in Seattle and have helped revitalize neighborhoods and catalyze economic development throughout the city. The city's eight BIAs (Capitol Hill, Chinatown/International District, Columbia City, Metropolitan Improvement District, Pioneer Square, University District, West Seattle Junction, and the Seattle Tourism Improvement Area) invested approximately \$40.8 million in programs and services since 2010
- ✓ 33.2 million travelers annually discover Seattle's local music scene through the Sea-Tac Airport's experience the City of Music Initiative, featuring the music of over 150 local artists and 30 live musical performances per week

The Resurgence of Pioneer Square

The Alliance for Pioneer Square (the Alliance) is focused on filling its vacant retail spaces to reinvigorate its business district. With support from the Office of Economic Development's *Only in Seattle* initiative, the Alliance identified restaurants as the first business type to target and started actively recruiting. As a result, local chef favorites, including Matt Dillon and Russ Flint, have decided to expand or relocate in Pioneer Square. Pioneer Square now has six new restaurants, and Pike Place Market Express will operate a farmers market starting this summer. The Alliance continues its successful strategies and will be adding more exciting retail to the mix.



PHOTO CREDIT: Keri Quass

Investing in Seattle's Next Generation Infrastructure

- ✓ Since 2010, the City has committed \$2.9 billion in capital improvements, which created or retained 9,531 jobs and include the following:
 - \$636 million to improve the safety and security of the drinking-water supply by covering two in-city reservoirs, improving solid waste, recycling service, and operational efficiency by building a new south recycling and disposal station; these investments supported 2,117 jobs
 - More than \$1 billion to maintain and upgrade the city's electric system, including upgrades to the distribution network, which supported 2,041 jobs
 - About \$881 million to improve the city's transportation system, including the opening of East Mercer Street to two-way traffic, which created or retained 3,819 jobs
 - \$149 million to improve parks and \$209 million to other public facilities, which supported a combined 1,552 jobs
- ✓ Enhanced our region's electric vehicle transportation infrastructure by installing 66 electric vehicle charging stations, 20 of which are available for public use

**Seattle Ranked 7th on Network
World's List of Top Tech Towns**
Network World, February 13, 2013



Harley Marine Services

In 1987, Chief Executive Officer Harley Franco started Olympic Tug & Barge with one leased tug and barge. Today, Olympic Tug & Barge is Harley Marine Services, Inc., employing 625 people in Seattle, Portland, Los Angeles, San Francisco, New York, Dutch Harbor, and the Gulf Coast. With a vision to build a new corporate headquarters on Harbor Island, the City of Seattle granted the project a height exception, allowing them to build an enlarged headquarters building and retain the space needed on the ground. As a result of the project, the City made permanent changes to zoning regulations in order to encourage others to make similar investments in Seattle's maritime community. The new Harley Marine Services Corporate Headquarters, opening in August 2013, will be a LEED Platinum facility which includes a real touch and feel sea-life sanctuary and state of the art fitness center.

“Our team, including Mithun, Schuchart, and the City of Seattle, helped us realize a new headquarters that captures our company's mission and culture, including a new training center and a continued philanthropic commitment to our community. The Harley and Lela Franco Maritime center is now a Duwamish Waterway icon, and a statement that government and business can work together to build for the future.”

Harley Franco, Founder, President and CEO, Harley Marine Services

The Fred Hutchinson Cancer Research Center partners with Seattle City Light to conserve energy and save money

Sophisticated scientific equipment in the laboratories at Fred Hutchinson Cancer Research Center (the Hutch) requires ten times more electricity than a typical office, and it comes at a big cost, roughly \$2.8 million annually. Seattle City Light and the Hutch work closely together on programs to monitor energy use and ensure a reliable flow. The results of these efforts are dramatic in conservation and in dollars and cents. Every dollar saved on electricity is another dollar that can be invested instead in life-saving research projects, so these impacts go far beyond energy efficiency.

“We're saving \$1.3 million a year in rates and reducing our electricity consumption by 21 million kWh.”

Scott Rusch, Vice President of Facilities and Operations, Fred Hutchinson Cancer Research Center

The Hutch energy use is monitored in real time. A Seattle City Light large commercial customer can subscribe to Seattle Meter Watch and receive usage information for its building in 15 minute increments. Customer feedback indicates that this is a valuable tool for managing energy costs.



Want to talk economic development? Questions about services for business?

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Office of the Mayor
Mike McGinn



PHOTO CREDIT: Office of Housing

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