



City of Seattle
Edward B. Murray, Mayor

Office of Economic Development
Brian K. Surratt, Director

February 14, 2017

To: Councilmember Lisa Herbold, Chair
Councilmember Kshama Sawant
Councilmember Mike O'Brien
Councilmember Bruce Harrell

From: Brian Surratt, Director, Office of Economic Development
Kate Becker, Director, Office of Film + Music

Subject: Overview of OED/OFM's 2016 RSJI Actions and Accomplishments

The Office of Economic Development (OED), together with the Office of Film + Music (OFM), will be presenting on their joint Race & Social Justice Initiative efforts from 2016 on February 14, 2017 at the Civil Rights, Utilities, Economic Development & Arts Committee. This memo provides an overview of that presentation.

The Office of Economic Development (OED) seeks to foster an economy in Seattle where people can start a business, build a career and earn a living regardless of where they are from or who they are. OED supports this vision through its programs and partnerships which support a healthy business environment, empowering companies to grow and compete, through the development of local talent in career pathways currently in demand, and through the support of specific industry sectors that are uniquely competitive or desirable. Woven throughout OED's and the Office of Film + Music's (OFM) programs and annual work plan is the vision of the Race and Social Justice Initiative, to eliminate racial disparities and achieve racial equity in Seattle. Highlighted below are examples of our work from 2016 which bolstered this vision.

Equity Area – Jobs/Economic Justice

- Mayor's Youth Employment Initiative – Nearly 3,500 young people were provided internships and jobs through the Mayor's Youth Employment Initiative in 2016. This number includes youth who face barriers to employment who successfully started their internship via the Seattle Youth Employment Program.
- Job Placement/Career Certifications - 519 low-income adult learners completed with industry training, and 582 were placed in high demand jobs.
- TechHire – In June 2016, two of the applications that the City of Seattle supported for the Department of Labor's TechHire grant were each awarded with \$3.8 million to offer tuition-free training. One application is a partnership between Seattle Central College, LaunchCode, and three other coding bootcamps. One of the coding bootcamps is Floodgate Academy, which is led by a black founder, and focuses on training for black students. They launched their first cohort during the second week of January this year. OED applied the Racial Equity Toolkit to the development of our Federal TechHire grant application to measure the impact of partners in this initiative.

- Tech Talent Pipeline - OED's StartupSeattle sponsored two youth events: Startup Weekend Girls (50 young women), and Hack the CD (15 students of color). In total, through this program, OED served over 100 students by being a sponsor, mentor, speaker, judge, and organizer for 13 different events. Many of the events had an explicit focus on race and gender to create meaningful experiences and connections in technology and entrepreneurship for these populations.

Equity Area – Equitable Development

- Minimizing displacement in Business Districts – The *Only In Seattle* (OIS) program, which works with neighborhood business districts, continued the *OIS* Racial Equity in Business Districts project that was piloted in 2015. Public Outreach and Engagement Liaisons (POELs)/Community Liaisons conduct outreach to 180 business owners of color in five business districts to hear their priorities and feedback and introduce them to the local business organization's resources. In 2016, the business concerns heard by POELs/Community Liaisons were then communicated back to the City and OED followed up to resolve them. In several neighborhoods, a Mobile Business Consulting (MBC) event was also held to provide additional assistance (described below). In addition to the MBC numbers below, 37 businesses also received follow up help for their issues. We also continued the training cohort with 10-15 business district leaders, attending seven sessions on implicit bias, with tools and resources to think differently about how implicit bias factors into their work and building racial equity practices into their organizations.
- Launch of Mobile Business Consulting Program - OED launched the pilot Mobile Business Consulting (MBC) Program (previously known as Business Concierge) and assisted 42 WMBE businesses. OED's Small Business team worked closely with the Only in Seattle team's work utilizing POELs/Community Liaisons and ethnic business chambers to conduct technical assistance needs analysis of immigrant owned businesses. OED worked actively with POELs, particularly in connection with MBC events in South Park, the Central Area, Hillman City and Little Saigon.
- Promoting Commercial Affordability Solutions – OED began initial work to scope a commercial affordability project at King Street Station that would develop space where commercial property owners could be leased to WMBE businesses, including activation of the plaza for retail/services desired by CID and Pioneer Square residents.
- Construction Mitigation - Working in conjunction with multiple departments, OED developed business-specific services tailored to individual needs to help mitigate construction related issues. In particular, OED provided 21 WMBE businesses along 23rd Avenue to receive direct financial assistance as well as outreach to businesses within the broader 23rd Avenue business area.
- Restaurant Success – OED's Restaurant Success program held office hours to provide professional opportunities with restaurants to learn their needs and support their startup activities and/or expansion at the Seattle Chinatown International District PDA and Ventures Nonprofit monthly. We also contracted with the Ethnic Business Coalition to help market immigrant and refugee businesses in the Seattle area.
- Business Outreach & Technical Assistance - Our partners successfully provided a wide range of outreach and technical assistance to 210 WMBEs, including counseling and referring companies to growth opportunities, connecting companies, with particular emphasis, but not limited to mobile food businesses, to others in their industry that provide services essential to growing their businesses, providing strategic advice to improve financial management, connecting companies to financing, and connecting companies to city services and programs.
- Cultivate Professional Opportunities in Seattle's Music Industry – OFM sponsored a City of Music Career Day – the fifth free, annual educational event that gives young people ages 16-24 direct access to music industry professionals through networking, experiential learning, engaging workshops, and performance – for which we

successfully targeted outreach to high school juniors and seniors of color for their participation. Extensive outreach was done to engage with the Southeast community around opportunities in the music and arts professions. Outreach was done via community centers, nonprofit organizations serving communities of color and through our partnership and work with The Creative Advantage in Seattle Public Schools. Additionally, transportation was provided through chartered busses at several public school locations where transportation to Seattle Center, where the event is held, can be a potential barrier to attend.

- The Black Music Summit - The Music Commission, staffed by OFM, and along with OED, participated in the Black Music Summit bringing together music stakeholders including musicians, artists, promoters, venues, media, educators, community organizers and others to discuss the legacy and future of Black music in the Central District and Seattle. OFM was in a support role on this event.

Equity Area – Service Equity

- Restaurant Success Program – In addition to having collateral materials in Spanish and Chinese, this program translated the Restaurant Success roadmap into seven more languages to reach those communities who are interested in starting a food business and distributed the materials broadly in those communities. Further, OED worked with OIRA to extend Language Line capabilities to Restaurant Success and OED clients, creating a method by which this program, and all OED programs, can successfully respond to inquiries and requests in foreign languages.
- OED Discretionary Spending with WMBEs - The overall allocation of OED’s spending was 45.6% with WMBE vendors, so that \$334,407 of our \$732,861 discretionary expenditures were made with WMBEs.
- EnviroStars – EnviroStars, a regional collaborative program, of which the City is a part and for which OED plays a leading role, is preparing to launch in Q2 of 2017. Throughout program’s development, a diverse business advisory committee facilitated by OED has provided recommendations. Business representation varies in size, sector and WMBE ownership. Twenty-five business representatives are on the committee and 15 of them are women or POCs. OED has worked closely with SCL, SPU and OSE in the EnviroStars program and led a meeting in August to provoke discussion around the racial equity toolkit questions to prepare for the program’s annual scope of work. Another RSJI-related meeting will be held in February 2017, as the program prepares for launch.

Looking ahead in 2017

Moving forward, OED will continue to work to ensure racial equity in our programs and services to make tangible differences in people’s lives. We are working not only through our staff, but also through our partnerships as we engage in work with neighborhood business districts, commissions, and community-based organizations to support the movement to end structural racism. We will continue to help lead regional networks for racial equity through our partnerships with other governments and institutions, the private sector, and philanthropy. In 2017, we expect to tackle the following areas which have RSJ implications:

- Youth Employment - OED will continue leadership of employer engagement efforts to increase the number of employment opportunities for Seattle youth.
- Music Commission Work – The Music Commission will use a RSJI lens to create early-career entry points for area youth by producing City of Music Career Day, City of Music Career Day Roadshows, and other outreach events.
- Special Events Notification – OFM’s Special Events Program will engage the Racial Equity Toolkit in our review of how we engage and notify the community about Special Events and the impacts they can have on communities.
- Regional Green Business Platform - A regional program meant to streamline environmental services for businesses, will engage RSJI and IOPE principles into the final program design, program evaluation, marketing plan, marketing toolkit, and establishing a hotline/resource line with multiple languages.

- Commercial Affordability – OED will look for opportunities to support the development of commercially affordable space for WMBE business owners that takes into account racial and social justice issues.

Beyond the examples provided above, OED and OFM will work to institutionalize the use of the Racial Equity Toolkit by employing frequently throughout our work. We look forward to reporting our results in 2018.

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