

# OED 2018 RSJI Actions + Accomplishments

City Council Presentation



# Our Mission



To create an inclusive economy that is robust and sustainable.

Pictured: Four 2018 recipients of our Small Business of the Month award. From top left: QueenCare, Cubes Baking, Armoire + The Riveter, Sphere Solar Energy.



# Our Equity Areas



Equitable Development  
Economic Justice  
Service Equity

Pictured: Four recipients of our Small Business of the Month award. From top left: Cortona Café, Seattle Capoeira Center, Estelita's Library, Bich Kieu Jewelry.

# Equitable Development: Neighborhood Business Districts



2018 Only in Seattle Racial Equity Cohort Training



2018 Business Districts Summer Social at Tai-Tung

- Capacity-building in communities of color
- Data collection on race and gender
- Outreach & partnership
- Racial equity trainings for district managers
- Financing for small WMBE businesses

# Equitable Development: Small Business Development



Seoul Bowl, a 2018 Small Business of the Month

- External office hours
- Direct assistance to over 100 WMBEs
- Connection to technical assistance and financing resources

# Economic Justice: Entrepreneurship & Industry



2018 Future Founders cohort



Focus group organized to improve Envirostars programming for Spanish-speaking business owners

- TechHire & Tech Talent Pipeline
- Food business outreach and support
- WMBE contract and in-language assistance for Envirostars



# Economic Justice: Workforce Development



2018 Seattle Made Youth Tours cohort visiting The Foundry

- Job training for 393 low income adult learners in high growth industries
- 449 adult job placements
- 3,704 paid youth internships
- 695 youth participated in a career connected learning event

# Economic Justice: Finance + Operations



Vendors and shoppers at the 2018 Beacon Hill Small Business Saturday market, sponsored by OED

- Estimated 77% of OED spending with WMBE contractors, NPOs and municipal/quasi-governmental organizations
- Improving access to natural light for POC staff, based on findings from 2018 RET



# Service Equity: Industry Support & Small Business Development



- Through a partnership with Ventures, provided financial management and technical assistance training for POC and immigrant small business owners

OED's Food Business Advocate, Jennifer Tam, hosts a Food Business Technical Assistance Training at SCORE

# Service Equity: Office of Film + Music



Youth participate in a Q&A with industry leaders at 2018 Music Career Day

- Seattle Music Ecosystem Study Survey
- Nightlife Equity Study
- Racial Equity Training for Seattle Music Industry Workers
- Sponsored programming to improve access to music and film industries for youth of color

# 2018 Racial Equity Toolkits



2018 Seattle Made Youth Tours at Glassy Baby

- Seattle Trans Economic Empowerment Project with Ingersoll Gender Center
- Refugee and Immigrant Nightlife Equity
- Youth Employment Career Awareness
- Commercial Lease Education



# 2018 Racial Equity Toolkits: Commercial Lease Education



Commercial Lease Education Workshop at Joyale Seafood

- Lease education workshops
  - Help small businesses evaluate their options whether to remain in their current location or lease new space
- Culturally appropriate information delivery
  - Outreach with DON's Community Liaisons
  - Interpretation support during workshops
  - Translated workshop materials
- Launched in C-ID, resulting in tangible benefits
  - Participants are better prepared to apply for OED's pilot Tenant Improvement Fund

# 2018 Racial Equity Toolkits: Youth Employment Career Awareness



Students at Seattle Central College Try-a-Trade event

- What the toolkit revealed in 2018
  - Youth of color continue to have less access to employment opportunities, training programs and resources
  - Youth of color have multiple, and institutional barriers to accessing traditional internship opportunities that require more focused approaches
- 2019 changes
  - Developed a career connected learning (CCL) framework and released a RFP for CBOs and schools
  - Funding 9 projects serving roughly 700 youth with community based organizations serving youth of color

# 2018 Lessons

- Time and Resources
- Lack of universal approach to engaging community
- Developing a learning culture
- Community partners need training
- Impacts of political landscape
- Data

