



City of Seattle
Edward B. Murray, Mayor

Office of Economic Development
Stephen H. Johnson, Director

Memorandum

Date: March 19, 2015

To: Councilmember Sally Clark
Councilmember Tom Rasmussen
Councilmember Kshama Sawant
Councilmember Mike O'Brien

CC: Jesse Gilliam, Legislative Assistant to Councilmember Clark

From: Steve Johnson, Office of Economic Development

Subject: Office of Economic Development Director's Report

Thank you for this opportunity to update the Committee on our activities and accomplishments over the last month.

The Office of Economic Development (OED) works to maximize Seattle's potential as a thriving hub for businesses, jobs, robust neighborhoods and economic opportunity for everyone in our city. We are committed to creating a vibrant economy which benefits the whole city by promoting access to economic opportunities for all of Seattle's diverse communities. We accomplish this through the following programs and initiatives:

- [GrowSeattle](#) – OED's business retention and expansion program, supporting individual businesses by actively reaching out to companies across Seattle, helping them resolve issues, and connecting them to the services they need to thrive. Last year 524 companies received direct assistance such as navigating government regulations and access to financing, real estate advice, and business counseling.
- [Only in Seattle](#) – working with and investing in leadership and organizational development to build and execute a common economic development vision for healthy neighborhood commercial districts. OED recently awarded \$1.8 million in grants to 21 neighborhood commercial districts.
- *Pathways to Careers* – investing in opportunities for people to support themselves and their families through living wage careers in high demand occupations. In 2014, more than 3,000 individuals receives support services, training, or help finding a job through strategic partnerships with the Seattle Jobs Initiative, Seattle Colleges, PortJobs and the Workers Center.
- Support for Seattle's key industry sectors through partnerships such as [Startup Seattle](#), and [Restaurant Success](#). To date, more than 200 IT startups and 70 current and aspiring restaurateurs have received direct assistance.
- [Office of Film + Music](#) – promoting Seattle's film and music industries, including the issuance of permits to 818 films, special events, and farmer's markets in 2014. The office also staffs the [Seattle Music Commission](#), a group of 21 individuals who represent a cross section of Seattle's diverse music community and advise City officials regarding leadership and support in the music arena.

- Support the [Seattle Economic Development Commission](#), a group of 15 business, education, and labor leaders representing diverse backgrounds and appointed by the Mayor and Council to examine and support Seattle's long term economic competitiveness.

Below are highlights of our work over the last two months.

New Deputy Director – OED is excited to welcome Kevin Burrell to join its team as Deputy Director. Most recently Kevin has been the Executive Director of the Environmental Coalition of South Seattle, an organization that helps businesses of all types and sizes adopt practices that are good for both the environment and their bottom line. He brings to the OED team an extensive knowledge of what it takes to run a successful business in Seattle; strong connections with Seattle's industrial economy; quiet leadership in supporting the South Park neighborhood; and, expertise in management as he grew ECOSSE to twice its size and left behind a strong board and staff. He will begin his transition to OED on 3/10 and will phase in full time on 3/23.

Investing in Businesses

Funding for Entrepreneur Training and Support – Lance Randall, Theresa Barreras and Jennifer Tam met with Taylor Hoang and Susan Tran of the Ethnic Business Coalition to discuss their award of a \$210,000 grant for entrepreneur training and support. The next step is to execute a contract, including milestones and metrics, which will allow them to begin work on 4/1/2015.

Seawall Project Business Outreach – Lance Randall is working with Angela Battazzo of Parsons to conduct outreach to businesses that were impacted by the seawall project. A critical part of the project will be completed in June, making it possible for business to open again after 7/1. OED is being proactive by reaching out to businesses to see if we can be of assistance as they transition back into their facilities.

Only in Seattle and Crowdfunding Update – OED is completing a [crowdfunding pilot program](#) in collaboration with our *Only in Seattle* partners and Community Sourced Capital (CSC). CSC works with businesses to launch and manage crowdfunding campaigns that provide the businesses with 0% interest loans. Three of the initial four projects in the program have successfully funded their campaigns: [Sugar Plum](#), a new vegan ice creamery and sweet shop in Capitol Hill; [Jude's](#), a new neighborhood bar and music venue in Rainier Beach; and [That Brown Girl Cooks](#), an investment in kitchen equipment and packaging to distribute Black Eye Pea Hummus beyond the Central District. Collectively, the three businesses raised \$94,900 from individual investors. Last week, CSC launched the last two campaigns in the pilot program: [Convoy Coffee](#), a new café in Pioneer Square; and [Intrigue Chocolate Co.](#), a new chocolate tasting bar and retail shop also in Pioneer Square. We are exploring an expansion of the pilot into a larger program with City provided matching funds.

Seattle Design Center – Lance Randall continues to work with the owners of the Seattle Design Center, Greenbridge Management Company of Los Angeles, to improve their relationship with local merchants and work with SDOT on parking and pothole issues around their building. Lance assisted Greenbridge in their decision to purchase the 400,000 SF Design Center in 2014. Executives at Greenbridge are pleased with the assistance and support they continue to receive from OED and are looking forward to increasing the visibility of their facility.

Washington Biotechnology and Biomedical Association – The Washington Biotechnology and Biomedical Association (WBBA), a contracted partner with OED's Grow Seattle Business Retention and Expansion Program, has provided assistance to 14 expanding life sciences firms so far in 2015. Examples of assistance include referrals to angel investor funding, assisting with commercialization, and matching firms with Washington Innovation Network mentors. This is a great start for the WBBA as they work to grow Seattle's life sciences sector.

Coordinated Service Presentation – On 2/11, Stephanie Gowing, OED's Green Business Advocate, co-presented with Cascadia Consulting, who manages SPU's Green Business Program, on the City's coordinated environmental business services. This presentation was hosted by Agrion, a global network for energy, clean tech and corporate sustainability and had over 100 public and private participants. The presentation

showcased the importance of cross department coordination through case studies and key factors that have come up in the process of driving an effective public/private strategy around sustainability goals.

Prologis Industrial Development – Steve Johnson and Roque Deherrera worked with King County regarding Seattle’s most significant non-maritime industrial project in decades. The proposed 2-story warehouse and light manufacturing facility ([DPD Project Number 3017842](#)) would cost approximately \$100 million and include 540,500 SF, and it would be the only one of its kind in the country. Prologis, the largest industrial developer and property owner in the world, was a week away from finalizing their purchase of the property when they learned of King County’s plans to acquire the site for a stormwater treatment facility. OED arranged a meeting between King County and Prologis to discuss potential solutions, which include additional site acquisition in support of a joint development and choosing a new site for the stormwater treatment facility. King County has been a great and willing partner, and are trying their best to find a solution allows both projects to proceed. The City may be called upon to assist with permitting or a street vacation to help the County stay on track and under budget should they find an alternative but less ideal site.

Pike and 11th Dumpster Removal – James Kelly and colleagues in SPU have been meeting with community and business leaders on Capitol Hill to address the dramatic accumulation of dumpsters at 11th and Pike due to intensive redevelopment that is occurring in the neighborhood. The concentration of dumpsters has led to safety, hygiene, and aesthetic concerns and necessitated a convening of all the interests to work out a solution. With the support of the Capitol Hill Chamber, a play was agreed upon that involves movement of containers by Big Mario’s Pizza, Bimbo’s Cantina, Café Vita, and Pettiroso. Options given to business owners include going to dumpster free pickup of garbage bags up to three times a day.

NAODAN Chartering – Lance Randall met with Daniel Valente and Seth Davis of NAODAN Chartering in mid-February. This company provides shipping brokerage services and is currently located on Mercer Island. NAODAN’s lease is expiring at the end of 2015 and they would like to move their operation to Seattle. Lance is working with SCPDIA, the Georgetown Merchants Association and the Alliance for Pioneer Square to find location for the company in one of those neighborhoods. This project will result in the transfer of eight fulltime jobs to Seattle with the possibility of adding 3-4 new jobs in the near future.

Mainstreet Meetups – Steve Johnson and Lance Randall attended a meeting with business owners along First Avenue convened by CM Bagshaw. Her intent was to get businesses aware of city services and efforts that could help them. Also in attendance were SPD, Parks, and the Metropolitan Improvement District.

2014 WMBE Goals Exceeded – OED received citywide recognition from Nancy Locke, FAS Director of City Purchasing and Contracting Services in her 2014 WMBE Report. OED’s purchasing and contracting goal was 20% use of WMBE vendors, and we exceeded that goal in 2014 by achieving 35.5%!

Restaurant Success Advocate Expanding Her Network – OED’s Restaurant Advocate, Jennifer Tam, has established regular office hours in the Chinatown International District in partnership with the Seattle Chinatown International District Public Development Authority and is looking to expand to other areas. She went on a ride along with a King County Public Health inspector to get a better understanding of the inspection process for food trucks. Future ride alongs will include the inspection processes for other types of food service establishments and risk classifications to help Jennifer deepen her understanding of the inspection process so she can better serve aspiring and existing restaurateurs. She also participated in an over-the-counter (OTC) training with DPD to get a better understanding of the permitting process. Since her hire in fall 2014, Restaurant Success has provided support to 73 current and aspiring restaurant owners.

WIC Requirements Impact Somali Grocery Owners – Several Somali grocery store owners were upset with the additional regulations imposed by the Washington State Department of Health (WDH) for the businesses to qualify as a contractor in the Women, Infants, and Children supplemental nutrition (WIC) program. WDH is requiring the grocers to purchase WIC eligible products from certain vendors and purchase a certain amount of inventory from those vendors each month. WDH is also requiring the grocers to have products that are not WIC eligible. These new requirements are more stringent than the USDA WIC requirements, and have caused some of the grocers’ WIC contracts to be taken away. This has caused some businesses to close and others have faced the threat of losing their WDH contract. The Somali grocers and OSE’s Sharon Lerman recently

met with the WDH. WDH will work with the grocers to help them comply with the new regulations. However, the grocers will have to make changes to their documentation for the audit process. OED has asked the Russell Group to review the regulations and provide technical assistance to the Somali grocers to improve their record keeping. Three Somali grocers in Seattle will receive assistance: West Seattle Halal Market, Towfiq Mini Market and White Center International Market.

East African Businesses – Business Districts Advocate Mikel Davila, Restaurant Advocate Jennifer Tam, and Small Business Advocate James Kelly attended a meeting on 2/5 to address the needs of the East African Business Community on 12th Ave. Capitol Hill Housing is involved in direct outreach to the businesses and OED was invited to provide direct technical assistance and to assist in forming a business organization. The East African businesses on 12th Ave were unaware of the existing business organizing in the Central District and are in favor of joining efforts to solve similar business issues and identify a common vision for the business district. A few East African businesses, including Messeret Habeti, owner of Assimba Restaurant, have been identified as leaders in unifying this group of stakeholders.

Field Roast Street Issue – Lance Randall joined CM Clark on a visit to see David Lee, President of Field Roast. In 2012, Field Roast made a significant investment to keep their company in Seattle by relocating their operations from the Central Area to SODO – investing \$2 million dollars into a new facility, retaining 50 jobs, and creating 30 additional jobs. CM Clark visited the company to investigate an ongoing problem with the streets around the facility. The streets have deep potholes that make it difficult for employees, customers, and delivery trucks to get to the building. SDOT fills the holes once a year, but the repairs last only about two months. Field Roast would like to work with the City on a solution to the problem. CM Clark took pictures of the condition of the streets and is working directly with Scott Kubly on some options for improvement. Lance will continue to be involved with this effort.

Investing in Seattle's Economic Strengths

Othello Development and TechTown – TechTown founder Paul Cummings and CEO Cordell Carter continue to meet with community members and partners about potential development at the Othello light rail station. On 3/2, they attended a community meeting at Union Gospel Mission that was co-hosted by CM Bruce Harrell. OFM Director Kate Becker attended with OED's Heidi Hall (*Only in Seattle*) and Rebecca Lovell (Start-Up Liaison). There was much interest in the topic, including questions about how TechTown would partner with existing community programs. Paul and Cordell stated their commitment to engage community partners in any potential project and ensure access for low-income students through sponsorships. TechTown is having discussions with the Seattle Housing Authority about acquiring the "Red Brick" site, which has also been identified by Senator Jayapal as a potential site for a Financial Opportunity Center. It's possible that both projects could be accommodated in a future development at the site. On 3/5, Ken Takahashi and AJ Cari met with TechTown to discuss financing options for their potential development.

Startup Seattle Webinar – To help raise the national profile for Seattle's startup community and highlight the City's support of our innovation economy, Rebecca Lovell, OED's Startup Advocate, led a webinar for 25 government leaders from across the country, hosted by ELGL.org (Emerging Local Government Leaders). The webinar and live tweets can be found [here](#).

Hack the Commute – Startup Seattle, SDOT, and DoIT launched the "Hack the Commute" initiative on 2/10, bringing together partner agencies and local technology companies to develop tools for improving and navigating the city's transportation network. The kickoff event at WeWork garnered press coverage from [Northwest Urbanist](#), KING 5, KOMO, and [KUOW](#).

Economic Development Commission – The Economic Development Commission met on 1/27 to discuss its role in supporting the expansion of the Business Improvement Area in the University District and how it might support future zoning changes to promote economic development and innovation. The Commissioners also reported on their 2015 work plans, which included developing a local college financing plan, an assessment of the Mt. Baker urban growth planning process, and tours of maritime and manufacturing businesses for incoming high school students. SDOT Director Scott Kubly attended and presented his vision regarding transportation issues in the area, including an update on the upcoming Bridging the Gap renewal.

Startup Day – Rebecca Lovell coordinated Mayor Murray’s delivery of the opening remarks at GeekWire’s Startup Day, attended by a crowd of more than 500 entrepreneurs and technologists. Startup Day is an annual event that brings together all leaders in Seattle’s startup community to celebrate successes and identify ways to improve Seattle’s environment for formation of new companies. The following link contains the Mayor’s comments to the conference: <http://www.geekwire.com/2015/seattle-mayor-ed-murray-explains-city-perfect-startups-entrepreneurs/>.

Roosevelt Paving and Cycle Track Projects – James Kelly is working with SDOT to reach out to major property owners and businesses along the Roosevelt to Downtown corridor, where a new cycle track and high capacity transit are being proposed. James met with a few businesses in the corridor that are not happy about the projects and would like more advance notification of similar projects in the future. He is working with the Roosevelt Neighborhood Association to make sure businesses effected in the area understand the current neighborhood transportation plan and how it overlays with investments the city is making in the neighborhood.

Film, Music & Special Events

Film Report – 43 film permit applications have been submitted and/or processed to date in 2015. Six total permits were issued for shoot dates between 2/27 and 3/6, including three for commercial and/or corporate work, hiring over 40 local cast and crew.

SXSW Music Cities Roundtable – OFM Director Kate Becker and Creative Industries Advocate Mikhael Williams are heading to SXSW in Austin on 3/17/15. Of great interest is the Music Cities Roundtable with the directors of music offices in San Francisco, Chicago, Toronto, Austin and Seattle. The Texas Music Office Director is also participating. The goal of these roundtables is to share best practices, successes and challenges related to the music industry in our respective cities. Items of note on the agenda include discussions of pedestrian streets and safety planning for EDM events. If there are particular issues the MO would like us to discuss with other music-centric cities, please let Kate or Mikhael know. The City of Austin is sponsoring Kate and Mikhael’s trip to Austin.

Interview with Charles Mudede – On Thursday, 3/5 OFM Director Kate Becker and Washington Filmworks Executive Director Amy Lillard were interviewed by Charles Mudede of the *The Stranger*. Charles had a series of questions about what the City and the State are doing to incentivize the film industry and keep our local film production teams employed.

Senate Bill 6027 Introduced – Senate Bill 6027 (SB 6027), a bill to increase the funding for the Motion Picture Competitiveness Program, was introduced 2/17 in the Washington State Senate. The bill doubles the size of the production incentive program over the next two years from \$3.5 million to \$7 million, and increases the fund incrementally until it reaches \$10 million in 2019. The sunset date for the program will be extended to 2022. The legislation aims to keep Washington’s film industry competitive and helps to retain and attract film industry talent to support the statewide creative economy. The City’s support will be key in the effort to retain and grow Seattle and Washington State’s film production industry.

Film + Music Grammy Panel Presentation – Film + Special Events Program Manager Chris Swenson presented to a full house at SIFF Film Center as part of the Grammy’s “Making and Marketing a Music Video” panel on 2/28. The panelists included visual media experts Alicia Rose (Director), Bekah Zietz (Sub Pop Records), and Rob Calder (Secret Study) who discussed how to create high quality projects on limited budgets, maximize the video’s role in an artist’s marketing strategy as part of the many stages of the music video process, and inform on the complex structure behind this powerful film and music platform. The panel was part of the Grammy’s SYNC Video Festival.

The Man in the High Castle Will Be a Series – Amazon Studios’ *The Man in the High Castle*, filmed in Seattle in 2014, is reportedly the most watched pilot in Amazon’s history, and has been green-lit to a full series. Even with the production’s success with the pilot and the filming in Seattle, it is expected that the series production will follow Vancouver BC and California’s robust film incentives. Hosting an episodic series of this caliber would change the face of the Seattle film industry, but is not possible without a larger incentive program. The pilot hired over 200 local production crew, over 150 local actors, rented more than 1,400 room nights in Seattle hotels, and contributed significantly to our local economy during its 12 production weeks and four filming weeks

in Seattle. This is the caliber of film production we are actively pursuing. OFM Director Kate Becker met with key leads from *The Man in the High Castle* in Los Angeles in early February. During the trip Kate also toured Culver Studios, visited the set of *The Last Ship* and met with a director, producer, and line producer of a series we are cultivating to shoot in the Seattle area this summer.

Scene to Screen Filmmaking Discussion – On 2/12, OFM, in partnership with the Seattle Public Library, Northwest Film Forum, Washington Filmworks and OAC, facilitated the second of two panel conversations at the Central Library. The first panel, held 2/2, focused on the business of filmmaking in the region. This panel, featuring Warren Etheredge (*The Warren Report*), Paul Constant (*The Stranger*) and Kathy Hsieh (Seattle Arts & Culture), discussed the adaptation of literature to film, with a focus on Amazon Studios' screen adaptation of Philip K. Dick's *The Man in the High Castle*. The conversation was filmed by the Seattle Channel and will be available soon.

Special Events Report – 137 Special Event Permit applications have been received and are in process for 2015, with 30 of the events having now occurred. For a complete list of permitted Special Events please visit the [Special Events Calendar](#).

Tribal Journey Sea Canoe Families 2015 Request for Overnight Park Use – Special Event Committee Chair Chris Swenson convened a subcommittee meeting on 3/2 with Salish, Suquamish, and Muckleshoot Tribe leaders to review their request to host a canoe landing and overnight tribal protocol activity on Seattle Parks property in August 2015. Parks confirmed the availability of Stan Sayres Park for the landing and Genesee Park for tribal protocol activity and overnight camping. The Tribal Journey is expected to attract 20 tribal canoes and approximately 2,000 participants, family, and support personnel. Protocol activity will include tribal presentation/performances with possible after-hours activity. Tribal youth will program and manage the protocol activity. The landing and protocol activity will be open to the public. Bennie Armstrong with the Salish Sea Canoe Families will review the City's permit and activity requirements, and will confirm the activity and request sometime in March. Special Events thanks Nicole Willis (OIR), Kyle Griggs (Parks Scheduling), and Sonny Gloria and Peggy Pullen (Parks Maintenance) for their support of the activity and participation in the planning and engagement with the Tribal Journey organizers.

Farmers Market Redefinition and MDAR Update – The final draft of the Seattle Farmers Market Program redefinition and Multi-Departmental Administrative Rule (MDAR) update was presented to Seattle's Farmers Market organizers 2/24, led by Special Events Committee Chair Chris Swenson and OED Policy Advisor Michael McVicker. The redefinition is designed to strengthen the intent and spirit of the 2009 Seattle Farmers Market Pilot Program by assigning allowable percentages for vendors selling their own product, and allowable percentages of artisan, crafter, and prepared food processor vendors. The MDAR update is designed to move the Seattle Farmers Market Program out of "Pilot" status. The current redefinition and MDAR work is in preparation for updated permitting and ordinance work, expected to begin later in 2015 for 2016 roll out. The final draft was approved by Pike Place Market (PPM), Neighborhood Farmers Market Alliance (NFMA), and Seattle Farmers Markets Association (SFMA), but was objected to by the Queen Anne Farmers Market (QAFM) organizers who are arguing for more flexibility on the artisan, crafter, and prepared food processor vendor limitations. OED is working with the Executive on the policy surrounding this issue.

Seattle Music Commission – In February, Mayor Murray appointed Hollis Wong-Wear as the newest member of the Seattle Music Commission. Her experience and perspective as a working musician will help move the Commission's work forward, bring new and exciting opportunities to connect with young musicians, and identify additional ways to create equity and help support Seattle's music community. The announcement of her appointment took place the week of 3/2 and included a robust social media campaign which garnered the highest levels of engagement the Office of Film + Music has seen since it began implementing social media into the outreach strategy.

Black Music Summit – On 1/31, OFM's Creative Industries Advocate Mikhael Mei Williams and Director Kate Becker participated in the day long Black Music Summit at Langston Hughes Performing Arts Institute. Kate opened the event with a presentation on the City of Music Initiative and both Kate and Mikhael spent the day participating in the summit, attending panels, and supporting the event production. Orchestrated by Music Commissioner Wyking Garrett, this event—internally referred to as the Career Day Roadshow—is an evolution

of the Music Commission's annual City of Music Career Day held each spring. The goal of the Roadshow event is to engage local communities around equity and opportunity in Seattle's music industry. 150 people participated, including six Music Commissioners. The input and feedback from the summit will inform the City of Music Initiative as we progress. OED's Mikel Davila also participated in this event, promoting *Only in Seattle* and helping with event production. The Black Music Summit was sponsored by OFM with support from the OAC.

Investing in Workers

Seawall Project Job Hiring Event – OED Workforce Development staff connected the Employment Security Department and Work Source to the Seawall team and Pier Representatives to co-host a job hiring event for the businesses affected by the seawall construction. The Seattle/King County WorkSource system, a business retention partner of OED, hosts well over 20 job fairs annually in our City and County.

OED Helps New Academy of Recording Arts Secure Tuition Funding – OED Workforce Development staff organized and facilitated a meeting between the founder of the new Seattle Academy of Recording Arts and the Washington State Office of Private Vocational Institutions (PVI). The meeting helped this new academy secure tuition funding from a variety of tuition sources, including the Veteran's Administration. The meeting also concluded with the state agreeing to help mediate an agreement with accredited public institutions, like Seattle University, which could result in a transfer of state-subsidized enrollment dollars. Exploring and standardizing these processes has implications for establishing PVIs in other sectors. PVIs offer a novel way for employers to train students in very specific skills not traditionally offered in public institutions.

OIRA/OED Coordinate Employer Engagement for Ready to Work – OIRA and OED met to design a sector-focused employer engagement strategy for incumbent English Learners as part of the Ready to Work Initiative. The Ready to Work program will be presented to the English Learner Steering Committee (ELSC) on 3/20. The ELSC developed the program before there was funding for it, and this meeting will show how their program is being operationalized and funded.

City of Seattle Talent Development – OED is a core member of Career Quest scholarships, a fund that helps City employees develop skills to advance their career mobility while meeting the City's hiring demands. This quarter 56 applicants were awarded scholarships. Last year, Career Quest supported development of professional, administrative support, and service maintenance occupations within the City of Seattle. Recipients represent proportionally more women and staff of color than City employees as a whole.

SJI Hosts Nationally Broadcast Webinar – In recent years, the workforce development field has embraced new approaches to career navigation in its efforts to help low-income workers and students in pursuit of upward mobility. Career navigation services help individuals build, manage, and follow an educational and employment plan and provide needed supports that allow them to be successful in the classroom and workplace; the strategy was founded in Seattle by the Seattle Jobs Initiative (SJI) and the Seattle/King County Workforce Development Council. On 3/4, SJI organized and facilitated the first ever national discussion on this important development. 32 organizations from across the country participated. Presenters included Capital IDEA in Texas, the Aspen Institute, and WorkLife Partnership from Denver.

Career Bridge – Kudos to the Urban League for a significant addition to the Career Bridge program they are administering on behalf the City, targeting formerly incarcerated men of color for reentry into the community and employment. They have expanded the initial training session to 80 hours and have worked out an agreement with the Seattle Colleges for credits for completion of the training.

OED Look Ahead

- March 25 – Film + Music Happy Hour
- April 7 – Economic Development Commission meeting
- April 15 – Seattle Music Commission meeting
- April 22 – City of Music Career Day
- April 29 – Hack the Commute Championship Round (6 pm in Bertha Knight Landes Room) DoIT, SDOT, Startup Seattle event
- April 29 – Film + Music + Interactive Happy Hour

- April 30 – Go Green Conference
- May 14 – SIFF Opening Gala and Presentation of Mayor's Film Award