

Future of the Seattle Economy Report

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Goodman, and Donna Moodie





Angela Dunleavy

Chair, Talent and Workforce Development Workgroup
Board Chair, Workforce Development Council of Seattle-King
County
CEO, FareStart



Erin Goodman

Chair, Place-based Investments Workgroup
Executive Director, SODO Business Improvement Area



Donna Moodie

Chair, Supporting WMBE & Small Business Enterprises Workgroup
Executive Director, Capitol Hill EcoDistrict
Executive Vice President of Community Development, Community Roots Housing
Owner, Marjorie restaurant



Background

- The COVID-19 pandemic's impact on Seattle's economy
- A clear moral and economic imperative to center equitable recovery
- City Council's Direction: Plan focused on investments to make Seattle economically diverse, just, and resilient

Our Guiding Framework

Our guiding principle: An inclusive economy is a competitive, prosperous economy

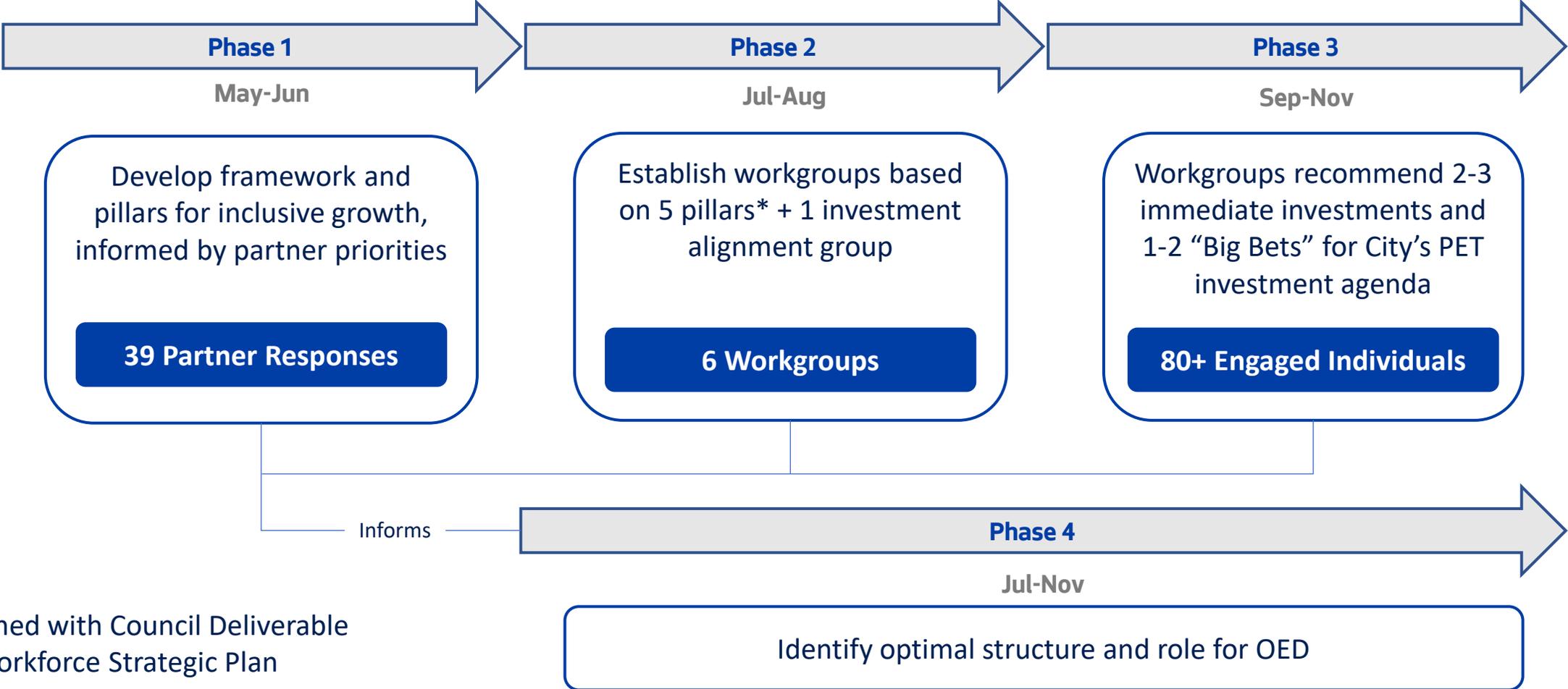
Our goals: To define the future of the Seattle economy and chart a path to get there including:

- shared priorities
- investments required
- the role of OED and the City relative to key partners

Our purpose: To create a *community-informed* investment agenda for OED and the City of Seattle to promote inclusive economic growth



The Process



*Aligned with Council Deliverable on Workforce Strategic Plan

Phase 3: Workgroup Members

Talent & Workforce

Angela Dunleavy (Chair)	Katie Garrow
John Lederer (Co-Chair)	Launda Aria
Anna Pavlik	Luis Navarro
Ashton Allison	Monty Anderson
Dr. Mia Williams	Ryan Davis
Emily Yim	Shukri Olow
Erika Cox	Tracy Whitten
Estela Ortega	Veronica Wade

WMBE / Small Business

Donna Moodie (Chair)	Ken Takahashi
Alicia Teel	Laura Clise
Carmen Kucinski	Luanda Arai
Che Wong	Michael Wells
Eduardo Rojas Esparza	Ollie Garret
Erin Adams	Tracy Taylor
Gabriel Neuman	

Asset Ownership

Andrea Caupain (Chair)	Gregory Davis
Bruce Brooks	Heidi Hall
Chuck Depew	Jamie Lee
Dom Davis	Michelle Merriweather
Giulia Pasciuto	

Place-Based Investments

Erin Goodman (Chair)	Larry Wilmore
Ahi Martin McSweeney	Lauren Flemister
Chris Levenson	Lyle Bicknell
Daniel Lokic	Matthew Richter
Jacqueline Gruber	Quynh Pham
James King	Theresa Barreras
Keasa Jones	Whitney Moore
Kylie Rolf	

Growing Business

Brian Surratt (Co-Chair)	Mel Clark
Vaughn Taylor (Co-Chair)	Peter Fuerbringer
Jasmine Donovan	Preeti Shridhar
Joe Sky-Tucker	Rico Quirindongo
Kelly Fukai	Wil Tutol
Marc Cummings	

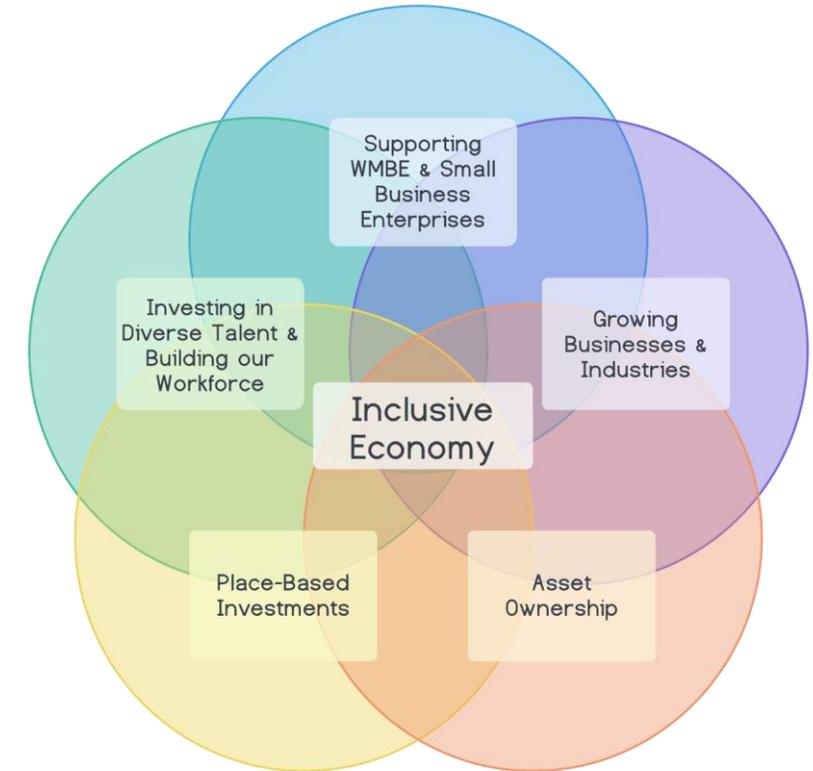
Investment Alignment

Alex Rouse	Mary Jean Ryan
Angela Jones	Michael Brown
Brad Whitehead	Michelle Nance
Kailani DeVille	



Investment Pillars

- The workgroups' investment recommendations reflect a clear **interconnectedness** around a few themes that OED and the City can organize its efforts and investments
- Many investment recommendations are **reflective of current initiatives** that need to be brought to scale or diversified and changes OED has already begun to implement
- There was resounding agreement that the City must execute on these priorities while **continuing to engage the community and facilitate access to resources**



The Result

Part 1 - Framework

SHAPING THE FUTURE OF THE SEATTLE ECONOMY
A report by the City of Seattle's Office of Economic Development

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- I. Executive Summary
- II. Background of this Study
- III. Methodology
- IV. Findings: Where are we Today
- V. Findings: Shared Priorities for the Future
- VI. Next Steps: Where do we go from Here

Brief Description

This report was commissioned by the City of Seattle Office of Economic Development in June 2022. The report was written by Kinetic West LLC based on materials, survey responses, and conversations with over 30 local economic development and community-based organizations. This report is the first step in a broader effort to create a community-informed investment agenda for OED and the City of Seattle to promote inclusive economic growth. This work will continue throughout 2022.

I. Executive Summary

This report is motivated by a clear principle, a clear purpose, and a clear plan.

The principle

An inclusive economy is a competitive, prosperous economy. Any economy's most valuable asset is its people. The total knowledge and capabilities of U.S. workers is worth \$240 trillion, or 10 times as much as the total value of all urban land in the country.¹ This means that developing and deploying talent – whether in the form of skilled workers, innovators, or business owners – is the fundamental driver of economic prosperity. This is not just a theory; a remarkable 40% of U.S. economic growth from 1960 to 2010 was driven by inclusion of women and people of color in the labor market.² Yet massive racial inequities persist in terms of employment, income, and wealth – and many of these disparities worsened in Seattle over the past two years. These disparities are holding back the entire economy. The Seattle metro economy would be an estimated \$33 billion larger each year if racial income disparities

¹ Joseph Parilla and Sifan Liu, "Talent Driven Economic Development," Brookings, October 2019.
² Chang-Tai Hsieh et al., "The Allocation of Talent and US Economic Growth," Econometrica, Vol. 87, No. 5 (September 2019), 1439–1474.

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63
Research and report pages

31
Partners completed survey

42
Economic development priorities sorted

Part 2 - Investments

Seattle



SHAPING THE FUTURE OF THE SEATTLE ECONOMY (PART 2):
INVESTING IN OUR CITY'S FUTURE

A report by the City of Seattle's Office of Economic Development
November 2022

95
Research and report pages

82
Workgroup members

19
Investment recommendations



Investment Description	Funding		Workgroups				
LEGEND:  - Shared Priority  - Big Bet \$ - ≤ \$249K \$\$ - \$250K - \$499K \$\$\$ - \$500K - \$999K \$\$\$\$ - \$1mil - \$1.99mil \$\$\$\$\$ - ≥ \$2mil	OED's Role	OED Planned for in 2023	Investing in Diverse Talent & Building Our Workforce	Supporting WMBE & Small Business Enterprises	Place-based Investments	Asset Ownership	Growing Businesses & Industries
Investing in Diverse Talent & Building Our Workforce							
Scale paid <u>work-based learning</u> opportunities	Implement	✓			●		●
Build <u>“two-generation” caregiver supports</u> into City’s existing youth employment programs	Support	✓		●			
Expand supports (incl. <u>basic income pilot</u>) for participants in City workforce programs	Support	✓					
Expand <u>access to childcare</u> for SEA workers	Support	✓	★				
Launch <u>benefits cliff reduction</u> initiative to support workers as their wages grow	Support	✓	★				
Supporting WMBE and Small Business Enterprises							
Support employers to provide <u>“peer mentorship”</u> to other SBE/WMBEs	Support						●
Invest in building <u>City navigation support</u> for SBEs/WMBEs	Implement	✓				●	●
Subsidize property consultants to support WMBEs/SBEs on <u>commercial affordability</u>	Implement	✓				●	
Increase <u>access to affordable capital</u>	Implement	✓		★		●	●
Place-based Investments							
Activate/program <u>vacant storefronts</u>	Implement	✓		●			●
Support <u>place-based neighborhood business organizations</u>	Implement	✓					●
Fund <u>small business matchmaker team</u>	Implement	✓		●			●
Acquire/master lease <u>vacant storefront space</u>	Implement	✓		●	★	●	●
Asset Ownership							
Create <u>wealth-building opportunities</u> for WMBE business owners and their families	Implement	✓		●	●		
Expand technical assistance for <u>real estate ownership</u>	Implement	✓		●			●
Support <u>community-based banking program</u> for Black and Indigenous Community	Support					★	
Growing Businesses & Industries							
Invest in capacity of OED <u>industry liaison</u>	Implement	✓	●				
Revive grants/service contracts as a form of <u>direct support to industry sectors</u>	Implement	✓					
Specialized technical assistance for <u>mid-sized businesses</u> on cusp of growth	Implement						★

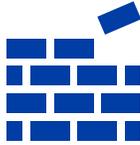
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Supporting WMBE and Small Business Enterprises							
Invest in building <u>City navigation support</u> for SBEs/WMBEs	Respond & Implement	✓				●	●
Place-based Investments							
Activate/program <u>vacant storefronts</u>	Organize & Build	✓		●			●
Growing Businesses & Industries							
Specialized assistance for growth-ready <u>mid-sized businesses</u>	Organize & Build	✓	●				
Asset Ownership							
Create <u>wealth-building opportunities</u> for WMBE business owners	Envision & Transform	✓		●	●		
Investing in Diverse Talent & Building our Workforce							
Expand <u>access to childcare</u> for SEA workers	Support		★				

The Role of OED



Respond and Implement

Be highly responsive to businesses that need help navigating city resources and requirements, and in some cases deliver services directly to businesses



Organize and Build

Invest more in knitting together systems that can provide coordinated, comprehensive supports to both businesses and workers

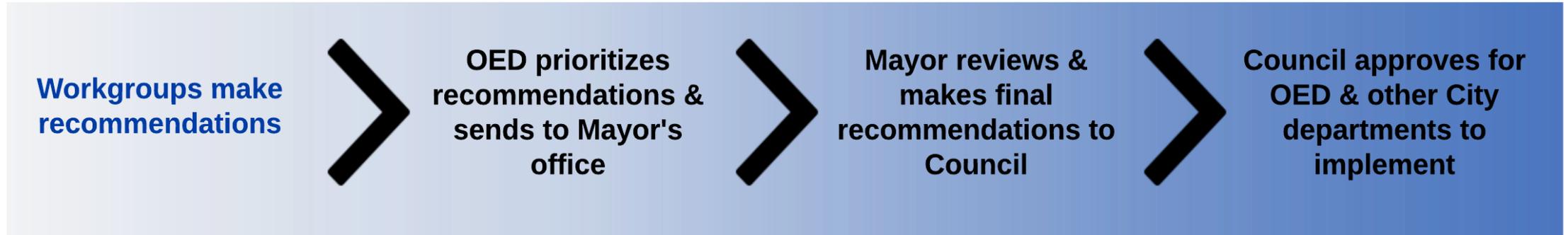


Envision and Transform

Articulate a clear and compelling vision for the transformation of Seattle's economy, and periodically lead transformative cross-sector "moonshots" that require the City's unique capabilities and influence



Next Steps



- Using Results-Based Accountability framework for accountability and measuring progress
- Reconvening the Investment Alignment Workgroup
- Finishing OED's 2023 Workplan

Questions?

