



SEATTLE CITY COUNCIL

Economic Development, Technology, and City Light Committee

Agenda

Wednesday, May 25, 2022

9:30 AM

Remote Meeting. Call 253-215-8782; Meeting ID: 586 416 9164; or
Seattle Channel online.

Sara Nelson, Chair
Debora Juarez, Vice-Chair
Lisa Herbold, Member
Kshama Sawant, Member
Dan Strauss, Member

Chair Info: 206-684-8809; Sara.Nelson@seattle.gov

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<http://seattle.gov/cityclerk/accommodations>.



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Light Committee
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Committee Website:

<https://www.seattle.gov/council/committees/economic-development-technology-and-city-light>

This meeting also constitutes a meeting of the City Council, provided that the meeting shall be conducted as a committee meeting under the Council Rules and Procedures, and Council action shall be limited to committee business.

Pursuant to Washington State Governor's Proclamation No. 20-28.15 and Senate Concurrent Resolution 8402, this public meeting will be held remotely. Meeting participation is limited to access by the telephone number provided on the meeting agenda, and the meeting is accessible via telephone and Seattle Channel online.

Register online to speak during the Public Comment period at the 9:30 a.m. Economic Development, Technology, and City Light meeting at <http://www.seattle.gov/council/committees/public-comment>.

Online registration to speak at the Economic Development, Technology, and City Light meeting will begin two hours before the 9:30 a.m. meeting start time, and registration will end at the conclusion of the Public Comment period during the meeting. Speakers must be registered in order to be recognized by the Chair.

Submit written comments to Councilmember Sara Nelson at Sara.Nelson@seattle.gov.

Sign-up to provide Public Comment at the meeting at <http://www.seattle.gov/council/committees/public-comment>

Watch live streaming video of the meeting at <http://www.seattle.gov/council/watch-council-live>

Listen to the meeting by calling the Council Chamber Listen Line at 253-215-8782 Meeting ID: 586 416 9164

One Tap Mobile No. US: +12532158782,,5864169164#

Please Note: Times listed are estimated

A. Call To Order

B. Approval of the Agenda

C. Public Comment

D. Items of Business

1. Office of Economic Development (OED) Race and Social Justice Initiative (RSJI) Report

Attachments: [Office of Economic Development's RSJI Update](#)

Briefing & Discussion (45 minutes)

Presenters: Markham McIntyre, Interim Director, Scott Plusquellec, Heidi Hall, Anisa Khoshbakhtian, Phillip Sit, Office of Economic Development

E. Adjournment



Legislation Text

File #: Inf 2063, **Version:** 1

Office of Economic Development

2021 Race and Social Justice Initiative Accomplishments

Markham McIntyre, Interim Director

5/23/2022

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Office of Economic Development

Slide 1



City of Seattle

Agenda

- Who we are & what we do
- Why RSJI is critical to economic development
- RSJI in action (internally and externally)
- Success & Challenges
- RSJI commitments for the future





Who is OED?

OED's **mission** is to build an inclusive economy where everyone in Seattle can fully participate.

Our **role** is to drive economic growth through strategies and investments that open doors and remove barriers to individual, business, and community wealth-building opportunities – **especially for communities that have systemically been excluded from economic prosperity.**



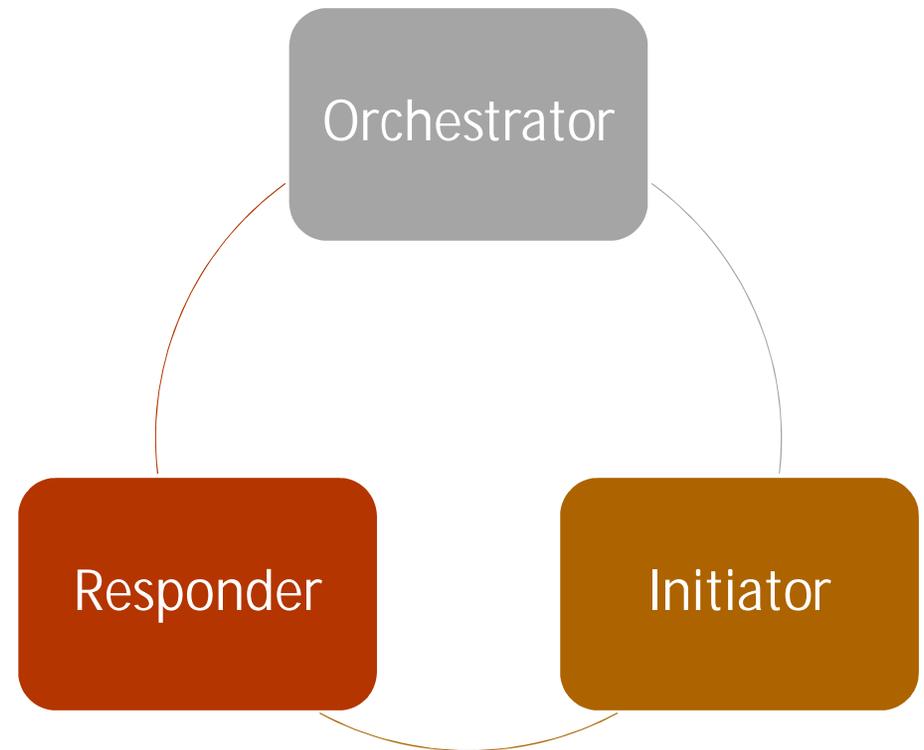
OED works at all levels of our local economy to

- Support **businesses**,
- Partner with **neighborhood business districts**,
- Support **creative business sectors and workers**,
- Partner with **key industries** that drive innovation, job growth and global competitiveness, and
- Invest in our local **workforce** with an emphasis on young people, low-income, as well as unemployed and under-employed adults



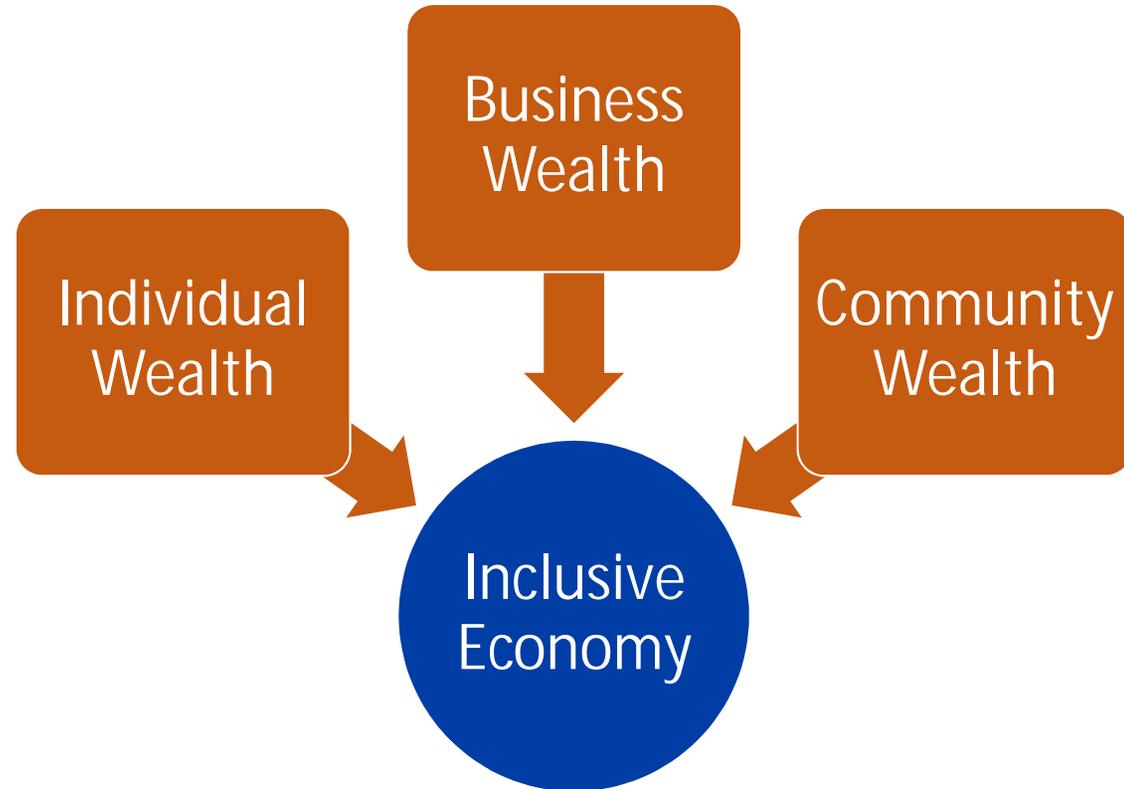
Organization Functions

To drive local economic growth and empower residents with wealth building opportunities, OED must play an "orchestrator" role in the economic development space.



“Systemic racism is a yoke that drags on the American economy. This country has both a moral and economic imperative to end these unjust and destructive practices.”

Dr. Raphael Bostic, Federal Reserve Bank of Atlanta





RSJI in Practice for OED

Challenges

- Gift of Public Funds
- I-200
- Limits on authority
- Data collection
- Budget
- Language Access
- Internal Capacity

Opportunities

- Regional Alignment
- Federal Dollars/ Recovery programs
- Public/Private/Community Partnerships
- Data coordination
- Budget
- Storytelling

RSJI In the Workplace

- Race and Social Justice Trainings
- Change Team and Caucus Meetings
- Staff Retreats
- Critical Conversations
- Storytelling
- Personal reflection





2021 Racial Equity Toolkit Highlights

- 15th Avenue Business Improvement Area
- Lend and Learn Pilot—energy efficiency tools library
- Shop to the Beat—a new economic recovery program



Impetus for this RET

- August 3, 2020 webinar Racism and the Nighttime Economy
- Sponsored by 24hr Dallas, topics included:
 - Exclusionary practices
 - Income Disparity
 - Cultural exploitation by white-owned venues
- What was Seattle's industry like?
- COVID closures spurred conversations on building back the music ecosystem more equitably – what does that mean?
- WANMA and NIVA also started generating these conversations



Data Collection

- December 2020 through February 2021, OED led one-on-one interviews
- Ten BIPOC industry professionals
- Topics including, but not limited to:
 - Accessibility
 - Microaggressions or overt instances of racism and exclusion
 - Income disparities and/or ability to monetize
- How Seattle industry compares to other cities?
- Who else should be at the table?
- What does change look like?
- How can/should the City lead or support this work?



Data Collection

Central themes included:

- Seattle's nightlife and entertainment landscape has experienced significant changes including venue closures and loss of community spaces and cultural programming.
- Nightlife / Entertainment industries are relationship and reference based. Accessibility and entry is about "who you know" rather than your experience or talent.
- Interactions with venues and gate keepers feels transactional (business first), and at times passive aggressive.
- Misconception of industry sectors, business practices and standards. Many artists/performers do not understand the financial realities or burdens that venues face. Further knowledge and understanding of both sides of the industry/history could build awareness and opportunities.
- There is an opportunity and need for further education, industry awareness and peer mentorships.





Shaun Crawford , Artist and Shop to the Beat participant

Shop to the Beat

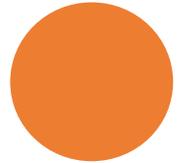
Goals:

- Competitive Wages for Musicians
- Prioritize outreach to BIPOC musicians/businesses
- Increase opportunities for live performances
- Introduce live performances at “non-traditional venues”
- Increase foot traffic and sales revenue for small businesses

Outcomes:

- 27 participating businesses
 - 10 located in high priority neighborhoods
- 23 participating artists
 - 26% identified as Black/African American
 - 21% identified as American Indian, Alaska Native, Native Hawaiian or Pacific Islander
 - 34% identified as White
 - 9% identified as Asian
 - 8% identified as more than one race

Shop to the Beat Success



“Playing for this program was an incredibly charming experience. The nature of these gigs seemed to be very community focused and had a warmth to it I have very much missed during the pandemic. In many other gigs, before the pandemic, I felt that the live music at an event would be taken for granted. These [gigs] seemed to really connect people in a good way.”--Michaud Savage , Participating artist

“Thank you a million times for organizing "Shop to the Beat", helping small businesses shine and placing musicians on the pedestals they deserve. WEND was fortunate enough to have two musicians at our business during the West Seattle Art Walk, and we could not have been more pleased with the experience and outcome! Is there any hope of more funding for this program to continue? If so, I'd like to have a musician every month on Art Walk evening - it makes an incredible reason for neighbors to come out of hiding!”— Wendy, Owner of Wend Jewelry, West Seattle



COVID-19 Response

- Launched new recovery programs
- Provided Small Business TA
- Language Access Line
- Digital Access Support
- In-language Outreach and support
- Connected businesses to city/state/federal funding
- Partnered with community media outlets



Neighborhood Economic Recovery RFP

- \$1.35 Million funding 25 proposals
- Supports community-led strategies for economic recovery with an intentional focus on racial equity
- Prioritized outreach to communities most impacted through community partners, communications, and in language support
- 85% of funding invested in equity districts
- 52% Black or Indigenous led grantee organizations
- 28% of organizations led by persons from other communities of color
- Projects are focusing on:
 - Positive neighborhood activity
 - Public Realm Improvements
 - Small business stabilization
 - Other economic recovery projects





Youth Web Design Program

Partnership between OED and the Urban League of Metropolitan Seattle (ULMS) that supports local workforce and small business development

Pilot launched in 2020 → Expanding through CLFR funding

Youth Workforce Goals

- Equip young people with industry standard skills including HTML, CSS, and JAVA to earn technical certification for the coding skills learned
- Provide paid learning opportunities and portfolio development
- Prepare young people with creative and technical skills that are in demand in a growing industry
- Prioritize outreach and support for BIPOC young people to empower them to be competitive for career fields BIPOC communities are underrepresented in

Small Business Goals

- Get small businesses online
- Support small businesses that have no web presence, or very limited
- Prioritize outreach to BIPOC small businesses, particularly in equity districts
- Support businesses with highest digital access barriers

2021 Response

WELCOME BACK WEEKS/HOLIDAY CAMPAIGN

- Partnerships with the Intentionalist, Chinatown/ID BIA, Alliance for Pioneer Square, SLU Chamber for the 2021 Welcome Back Week Events (Summer) to highlight BIPOC small businesses.

COVID-19 VACCINATION POPUPS

- Vaccination pop-ups in business districts in collaboration with the Seattle Fire Department. OED also developed partnerships with BIPOC small businesses to provide small incentives individuals visiting vaccination sites.

CLEAN CITY INITIATIVE

- Improving public realm in equity districts in partnership with Uplift NW. The grants provided increase graffiti removal, trash and litter abatement, and pressure washing in equity and high displacement areas without a Business Improvement Area (BIA).



Moving Forward

- Re-activate department Change Team and support caucuses
- Center racial equity and social justice in economic revitalization and workforce development strategic planning
- Expand funding for language access to increase ability to equitably communicate with the public
- Use equity lens and principles in all operations
- Invest in our people, infrastructure, and team culture





Questions ?