



Port of Seattle Century Agenda

2017 Economic Development Partnership Program City Application

City:	Auburn, WA
Federal Tax Number:	91-6001228
Contact:	Douglas Lein
Telephone:	253-804-3101
Fax:	253-288-3132
Email:	dlein@auburnwa.gov
Address:	25 West Main Street
City, State, Zip:	Auburn, WA 98001-4998
Website:	www.auburnwa.gov & www.IPZauburn.com

Declaration: I HEREBY CERTIFY THAT THE INFORMATION GIVEN IN THIS APPLICATION TO THE PORT OF SEATTLE IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Signature of Responsible Official:	
Print or Type Name and Title:	Douglas Lein, Economic Development Manager
Date:	9/14/2017

Submit application via email to:
ashcraft.t@portseattle.org

Port of Seattle Economic Development Partnership Program 2017 Funding Application

The Port of Seattle (POS) is implementing a cooperative economic development program to help fund local economic development initiatives across King County. The program is designed to support City specific economic development projects that create jobs, foster business growth, and support the Port's business interests*.

Project Description and Budget

1. Summarize the project(s) or initiative(s) you plan to support through the economic development partnership program. Please attach resolution of support from local jurisdiction.

The City of Auburn plans to build upon initiatives launched as a result of last year's partnership agreement. These initiatives include program support for Auburn's business incubator, as well as further development and marketing of the searchable buy-local-database and www.ipzAuburn.com website.

2. Outline project goals, related strategies, desired outcomes and timelines using the table below (attach additional information if necessary):

Goals:	Strategies:	Outcomes:	Timelines:
PROFESSIONAL SERVICES: Cultivate business-to-business actives in Auburn by showcasing available resources, products, and services within city limits. Foster buy-local synergy among business owners, and citizens, to foster activity and increase local tax revenues and jobs.	Further improve Auburn's business licensing process. Round 1 of the Port Partnership grant allowed for the development of a buy-local database. Round 2 of the Port Partnership grant will allow for the buy-local database to be populated. [License renewals take place annually between November and January each year.]	Ensure the City of Auburn's licensing system is in sync with the newly created searchable database, and populates as business owners renew their licenses for 2018.	3/15/2018
	Once the buy-local database is populated; market the database functions to local businesses and the community. Establish means and benchmarks for promoting and tracking activities to ensure efforts have tangible metrics.	Push out an on-line marketing campaign via www.IPZauburn.com , www.ExploreAuburn.com , Chamber of Commerce, and 3NoNetworking events, to promote awareness of local products, services and tourism retail.	4/30/2018

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Support Auburn's business incubator to advance the Port of Seattle's Century Agenda, and the City's goal, of increasing middle-wage jobs through economic growth by helping companies get established and become contributors to the overall vitality, diversity, and growth of the local economy.	Offer business assistance workshops and resources to incubator members, start-ups, local businesses and interested community members.	Partner with like-minded organizations to create and deliver programming events and resources. Develop an informal entrepreneur resource network (i.e. mentors, attorneys, venture capitalists, angel investors, bankers, public sector resources).	5/31/18
	Ensure incubator is properly staffed and performance is tracked.	Activities per the established incubator business plan include: Maintaining an active Advisory Board, documenting job creation, capital invested, salaries paid and revenues earned.	5/31/18
BUSINESS INCUBATOR OPERATIONS	Ensure operations, rent collections and expenses are kept current.	Manage membership agreements, facility expenses, tenant access, and amenity functions/operations.	5/31/18

3. Explain how your project benefits the Port and ties to POS business interests?
The establishment and strengthening of a Small Business Incubator will help new Start-up

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business establish themselves during there most fragile time, eventually becoming contributors to the overall vitality of the local economy through the creation of new jobs which is in direct alignment of the Port's Century Agenda of creating 100,000 new jobs over the next 25 years. Completing and marketing of the buy-local database will cultivate busines-to-business activities which will increase the local tax revenues as well as create new jobs, again aligning with the Port's Century Agenda

**Port business interests tie closely to the health of aviation, maritime/logistics, manufacturing and construction/trades clusters. Tourism is another important industry to the Port.*

4. Identify project budget and match funds using the table below:

Category:	Port of Seattle Funds:	Matching Funds:	Total Funds:
<i>Example: Staffing CITY OF AUBURN, ECONOMIC DEVELOPMENT STAFF, PROGRAM MANAGEMENT</i>		18,000.00	18,000.00
<i>Example: Consultants BUY LOCAL PROGRAM/MARKETING</i>	30,000.00	15,000.00	45,000.00
<i>Example: Goods and Services BUSINESS INCUBATOR OPERATIONS</i>	35,000.00	17,500.00	52,500.00
<i>Example: Marketing</i>			

5. If you plan to use consultants or contractors to complete all or part of the project, please identify the firm or type of firm you plan to hire for this project.

The following types of firms have been identified as potential consultants/contractors, possibly needed to complete parts of the City of Auburn's ED Partnership Program:
Technical web support/development, social media marketing, local Chamber of Commerce, Green River SBDC.