ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT PARTNERSHIPS

JENN FRANCIS, CHERYL RAKES, TARYN HORNBY AND KACIE BRAY

APRIL 25, 2022

Department of Community Development

Planning ● Building ● Development Engineering ● Permit Center ● Economic Development ● Community Services ● Code Enforcement

AUBURN VALUES

S E R V I C E
ENVIRONMENT
E C O N O M Y
C H A R A C T E R
SUSTAINABILITY
W E L L N E S S
C F L F B R A T I O N

ECONOMIC DEVELOPMENT PARTNERSHIPS



Jenn Francis, Economic Development Manager



Taryn Hornby, SBC Advisor



Cheryl Rakes, Executive Director



Kacie Bray, Executive Director

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BUSINESS IMPROVEMENT AREA COMMITTEE

The BIA Committee has 7 members appointed by the Mayor and confirmed by the City Council. The Rules of Procedure also allow up to 4 additional member to serve as alternates in the event of a Committee member's absence.

The current BIA Committee Members are:

- John Rottle Chairman
- Bill Cowart, Leavitt Group Northwest
- Bob Klontz, Leavitt Group Northwest
- Giovanni DiQuattro, Rainbow Cafe
- Ronnie Roberts, Gosanko
- Darren Jones, AgriShop Ace Hardware
- Brittiany Karlson, Vinifera & A Street Pub

Alternate Member: Katy Seldon, The Classic Farmhouse

BACKGROUND INFORMATION ABOUT THE BIA

The BIA Committee meets the second Thursday of every month at 1:00 PM.

The Committee considers proposals for economic development, neighborhood revitalization projects and other programs to promote the Downtown Area.

The BIA Committee is staffed by Jenn Francis, Economic Development Manager.

BIA FINANCIAL INFORMATION

- The BIA Committee is funded by the City of Auburn through B & O taxes.
- The BIA funds a portion of the Downtown Auburn Cooperative annually.
- The BIA assists in funding projects, promotions and programs in the Downtown area.

DOWNTOWN AREA CLEAN UP

The BIA partially funded staff hired from Trillium to clean up the Downtown Area.





DOWNTOWN PORTABLE SIGN GRANT PROGRAM

The BIA funds 50% of the Downtown Portable Sign Grant Program.



















2022 & 2023 BIA PROJECTS

Redesign and add additional banners within the BIA area.

Install planters where flower baskets are not feasible.

Increase security and customer safety.

Participate in marketing campaigns (Outlet Collection).

Support new events as restrictions subside that were in place due to the pandemic.







DOWNTOWN AUBURN COOPERATIVE



Presentation by: Cheryl Rakes, Executive Director

Downtown Auburn Cooperative 262 E Main Street Auburn, WA 98002 253-368-6838

Downtown Auburn Cooperative

#destinationdowntown #exploredowntownauburn



What is the Downtown Auburn Cooperative

The Downtown Auburn Cooperative or DAC is a 501(C) 3 non-profit organization with its own set of bylaws and board of 13 Members



It was established in 1995 as the Auburn Downtown Association and the name was changed in 2020 to the Downtown Auburn Cooperative.

Membership is available to businesses, property owners, residents outside the BIA for a fee of \$100 a year. The Downtown
Auburn Cooperative is
a non-dues
membership
organization made up
of businesses and
property owner within
the BIA Boundary.

What is the purpose of the Downtown Auburn Cooperative?

Downtown Auburn Cooperative works to strengthen and broaden the relationships of the BIA Businesses and property owners.

The Downtown Auburn Cooperative main charter is to promote Auburn's Downtown Corridor through events and activities

The Downtown Auburn Cooperative works with the City of Auburn and the BIA to help design and preserve our downtown.

Organize and promote relationships between local government and business owners.

Provide a forum for members to share knowledge and expertise and work with other partners in the community

What is the BIA?

- The BIA is a special district consisting of approximately 239 businesses located within specific geographic boundary.
- To be a member of the BIA you must fall into the BIA (business improvement area).
- The purpose of the BIA is to aid in general economic development and revitalization within the boundary and to facilitate cooperation of the businesses and residential property owners for the benefit of trade, economic vitality and livability.
- The BIA promotes "safely" and provides aesthetic value to downtown.
- Downtown Auburn Cooperative provides and organizes activities for businesses and to bring community to Downtown.

How are the Downtown Auburn Cooperative and the BIA Connected?

- The Downtown Auburn Cooperative is contracted with the BIA and City of Auburn to promote, coordinate and manage events within the BIA boundary.
- If you are a member of the BIA, you are automatically a member of the DAC. The Downtown Auburn Cooperative added an outside membership option for businesses, property owners, residents who are outside the BIA to join yearly with \$100 fee.
- The Downtown Auburn Cooperative works with the BIA to Compliment their projects.
- The Downtown Auburn Cooperative works with the BIA to preserve and revitalize Downtown.

How did the Downtown Auburn Cooperative Reform?

- The ADA was reformed in early 2018 after the previous board became inactive, they had to start from scratch having lost most of the previous records in the Heritage Fire. They formed a board and got their bylaws rewritten and moved along with events.
- In 2020 when the President term was up the Board decided to make another move. They wanted to have a fresh start and with a new name. Downtown Auburn Cooperative was formed. They knew it was important to get the businesses on board and back at being involved.
- With the fires in 2022 it was more important than ever to work more one on one with the businesses and get them to trust us.
- The Downtown Auburn Cooperative has grown and has a full board for the first time in years and are working more and more with the businesses that are in the BIA area. It is more important than ever to work together and put on events that we can until Mainstreet gets rebuilt.



Board Members for 2022

- Cheryl Rakes, Executive Director
- Kristina Driessen, President
- Jen Reeves, Vice President
- Diane Maranda, Trillium Employment
- Jim Wilson, Property Owner
- Jenn Francis, City of Auburn
- Katy Selden, The Classic Farmhouse
- Anthony Whetstine VFW
- · Cameron Thrall, Edward Jones
- Francis Bannister, White River Valley Veteran's Building
- Bill Newman, Rail Hop'n Brewery Company
- Cassie King, Trek Apartments
- VOLUNTEERS
- Dawn Cameron,

We are always looking for Volunteers!

What has the Downtown Auburn Cooperative been doing?



WORKING ON REWRITING OUR BY-LAWS



RECRUITING NEW BOARD MEMBERS AND MAKING A STRONG BOARD



CREATED A NEW WEBSITE



IMPLEMENTING NEW WAYS TO INVOLVE OUR MEMBERS



PLANNING EVENTS



SECURING FUNDING

Coming in 2022

- Bringing back Santa House that was at B St Plaza for years
- Craft Fair in July, August, September
- 3 Pub Crawls
- Giving Wreath for Seniors
- Santa Pictures
- Cornhole Summer with Parks Department
- Easter Bunny Pictures
- Continue working one on one with the businesses during Covid





Funding

- BIA Support
- City of Auburn Support
- Donations
- Sponsors
- Fundraising
- Actively seeking donations and sponsors for events

How does the Downtown Auburn Cooperative Connect with Members?

Monthly Board Meetings- Second Tuesday of every month at 11 AM. We encourage anyone to attend and to become involved in any capacity.

Monthly Email Newsletter that updates on all activities. First Monday of each month.

Hand Delivered Packets to BIA businesses which also acts as a way for business owners to voice their questions/concerns.

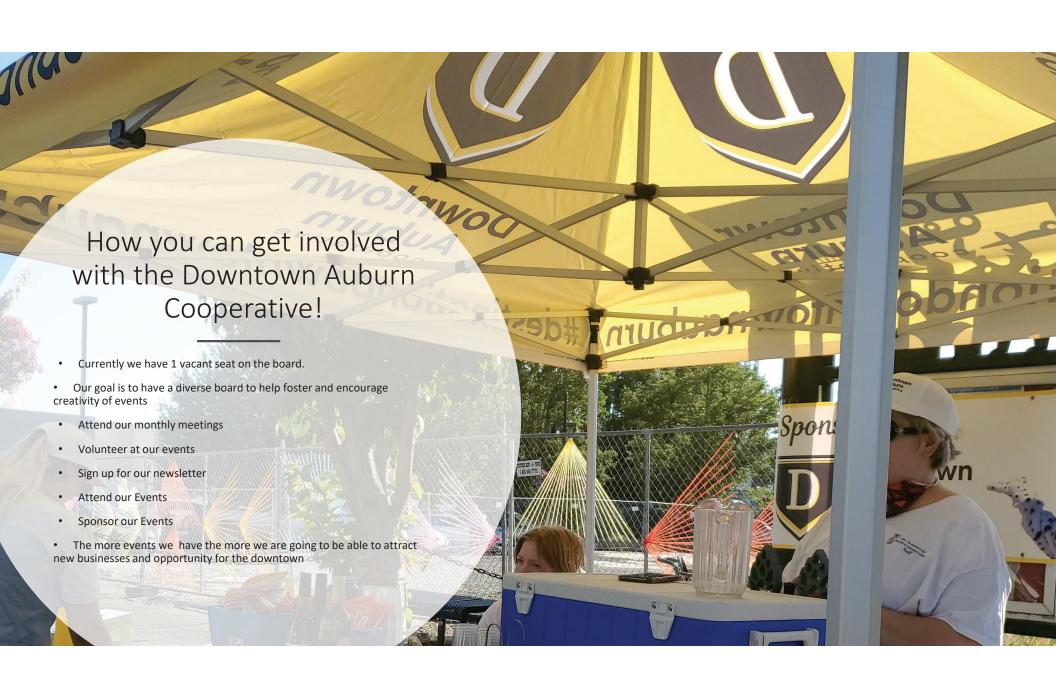
DAC Business Social every 3rd Thursday of the month from 5 to 7 at a BIA business



How does the Downtown Auburn Cooperative Connect with the Community?

- Attend Monthly BIA Meetings
- Attend City Council Meetings
- Partner with the City of Auburn Tourism Department and Economic Development
- Partner with the City of Auburn Parks Department
- Volunteer and donate at Auburn Community Events
- Partner with other Auburn Community Groups
- Community email newsletter, first Monday of the month







Partner with The Downtown Auburn Cooperative

- We are seeking groups to partner with for our upcoming events.
- Partners would help facilitate events by volunteering, offering financial support, and providing outreach to their Members about the Downtown Auburn Cooperative and our events.
- We would like to coordinate with civic groups to create a calendar for volunteers.

The Future of the Downtown Auburn Cooperative

Our goal is to create new traditions in our downtown that inspire our community and attract new businesses and residents.

We would like to see all board positions filled.

We would like to see the Downtown Auburn Cooperative partner with various groups

We want to see a downtown that the residents of Auburn can be proud of, one that thrives and is sustainable for many generations.

Right now, we have a chance for a new path Downtown Auburn!

With all the new apartments and new Constuction now is the time to make a difference!

And where did "Duke" come from?

The board wanted something new and exciting to start the 2020 year out. They wanted a mascot that could go to our events.

Everyone was told to go home and think of ideas that wouldn't interfere with the school Mascots.

Our Executive Director had the perfect idea.

In the 60's and 70;s there was a fire dog that lived at the firestation, and his name was Duke. He was a Dalmatian. You see her Dad was a fireman and every morning Duke left the fire station and walked down Mainstreet. He stopped at Rottles, The Rainbow Café and other businesses that would feed him. He always made his way back to the station. We thought it would be so cool to bring back "Duke, the hometown Dog". And Duke was born again!

The surprise to the young firemen that we told the story to so we can find a picture. We think they thought we were crazy, but we found one!



GREEN RIVER COLLEGE - SMALL BUSINESS CENTER





Presentation by: Taryn Hornby, SBDC Advisor

GRC SBC LOCATIONS
Auburn Center Small Business Center
Phone: 253-520-6260
1221 D Street NE
Auburn, WA 98002

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April 25, 2022

About the Washington SBDC

Taryn Hornby, MBA SBDC Certified Small Business Advisor thornby@greenriver.edu

Helping Washington Businesses

Grow & Succeed

Washington SBDC Locations



SBDC Program History

- Small Business Act 1980
- 62 programs in United States, Puerto Rico, Virgin Islands and Pacific Islands
- Washington SBDC hosted by Washington State University (WSU) since inception in 1980
- Housed in WSU Office of Research
- U.S. Small Business Administration co-op agreement match requirement

U.S. Small Business Administration

- Primary funder: SBA (\$2.6MM)
- Program announcement
- Co-operative agreement
- Biennial financial audit
- Biennial programmatic audit
- SBA Project Officer / site visits / meetings



How do we accomplish our mission?

- By providing confidential, face-to-face, objective business advising to clients focusing on their specific needs at no cost to the client.
- We have the resources, the tools and the knowledge to help clients discover and answer the questions unique to their situation.
- We don't do the work or make decisions for them we guide them through the discovery process.
- We are a resource for clients to make informed decisions that preserve or create wealth – leading to long-term success and economic growth for all.

No-Cost Advising Services

The Washington SBDC is your resource for expert advising, management training and market intelligence.

SBDC business advisors offer one-on-one, no-cost, confidential advising to help you make informed business decisions in many areas of specialty and experience.

- Planning or growing your business
- Analyzing financial statements
- Acquiring capital and managing cash flow
- Buying or selling businesses
- Exporting to markets around the world
- Market research
- Business systems and record keeping
- Getting and keeping customers
- Cost-cutting strategies
- Finding and keeping qualified employees



Low or No-Cost Training Services

SBDC training provides practical, real-life solutions for the most common issues faced by entrepreneurs and established business owners. Participants can access on-demand webinars at their convenience or attend a live webinar on topics of interest; such as Profit Mastery, SBDC Grow Smart and co-sponsored training events. All webinars are facilitated by SBDC advisors with first-hand experience and expertise.



2021 Training



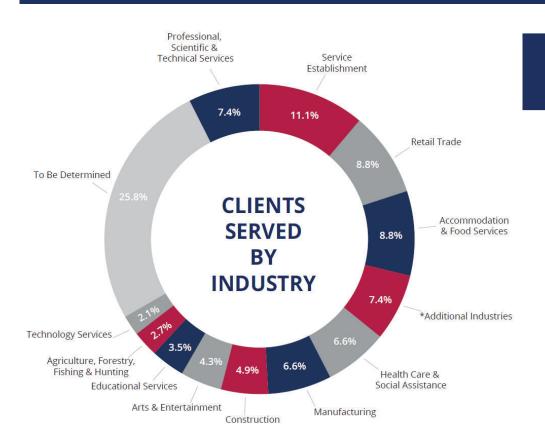
Training Attendees



316

Delivered Training Events

2021 Client Demographics

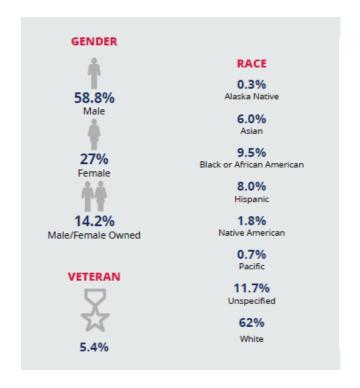


ADDITIONAL INDUSTRIES*

Real Estate, Rental & Leasing	1.8%	Management of Companies & Enterprises	0.6%
Transportation & Warehousing	1.6%	Research & Development	0.4%
Finance & Insurance	1.4%	Administrative & Support	0.04%
Wholesale Dealer	1.4%	Utilities	0.02%

62.7% IN BUSINESS

36.9% STARTING **A BUSINESS**



Economic Impact 3-year Results 2019-2021

The Green River College Small Business Center delivered substantial advising services that resulted in a significant return on investment. Below are the most recent results for the network since 2019.



336
Jobs Supported



310WSBDC Trainings



220Clients Counseled



1,158Total Counseling
Hours

Washington SBDC Contact Information: washington@wsbdc.org (833) 492-7232 www.wsbdc.org

Taryn Hornby, MBA
SBDC Certified Small Business Advisor
thornby@greenriver.edu



The Washington SBDC network, hosted by Washington State University, is an accredited member of America's SBDC. Funded in part through a cooperative agreement with the U.S. Small Business Administration, institutions of higher education, economic development organizations and other public and private funding partners.

AUBURN AREA CONNECT - CHAMBER OF COMMERCE



Presentation by: Kacie Bray, Executive Director

Auburn Area Chamber of Commerce 253-833-0700 420 E Main Street Auburn, WA 98002



WHO WE ARE...

Local Chamber of Commerce representing businesses in Auburn, Algona, City of Pacific, and the South Puget Sound.

Connecting businesses and our community to promote growth and vitality in our region.

Advocating, educating and serving businesses in the region since 1925.



"Connecting with others gives us a sense of inclusion, connection, interaction, safety, and community. Your vibe attracts your tribe, so if you want to attract positive and healthy relationships, be one! Staying connected and getting reconnected feeds the flow of goodness which empowers our humanity." — Susan C. Young

OUR FOCUS

Economic Development

Collaborate with local and regional partners to position our region for increased economic vitality.

Education & Workforce

Working in partnership to create new jobs, develop our future workforce and resources and education opportunities to contribute to their success.

Business Advocacy

Building & participating in coalitions to achieve pro-business public policy at the local, state and federal levels.

BUSINESS RETENTION& RECRUITMENT

Business and Hiring Events and job postings.

Career Fairs, provide recruitment and marketing support for community wide career fairs.

Offer education and business development for members and businesses within the region.

Networking events to promote business-to-business interaction.

Assist with expanding and marketing the offerings of the City of Auburn, SBA, and other business workshops.

Provide free resources to businesses.

Destination Auburn, Community Outreach & Business Recruitment

In person and digital trade shows to promote brand awareness and presence.

Assist the City of Auburn in tourism outreach.

Community/Business event calendar to coordinate programming throughout the city of Auburn and region.

Coordinate and collaborate on strategies together to unite the Auburn business community.

Assist in targeting specific retailers based on demographic needs in support of City programming.

Promotion of the Business Improvement Area

Promote events via social media platforms, digital email blasts, events calendar, as well as other marketing channels.

Promotion of Downtown Auburn as a safe and enjoyable place to shop, work, and play via social media platforms and Chamber website.

Connecting and networking to increase engagement of businesses in events and downtown improvement strategies.

Providing advocacy, recourses, information, and help to downtown businesses through engagement in committees and boards.

HOW WE CONNECT

Through a variety of CONNECT Events, digital and print marketing we provide the Auburn Area with information, resources and networking opportunities.



BUSINESS ADVOCACY

Advocating on behalf of our business community for continued infrastructure investments and investments in human beings (education, workforce development and homelessness). Essentials to our state and region's economic recovery and growth.

2022 Legislative Priorities:

Transportation
Budget and Taxes
Investment in Workers/Education
Climate Change
Support Small Businesses
Housing Affordability
Local Police Reform



DEEPLY CONNECTED

The Auburn Area Chamber staff attends multiple board, committee, and community meetings in hopes to directly impact the betterment of our businesses and communities.





























Get **CONNECTED** visit us online for more information and **CONNECT** benefits.

NEWSLETTER SIGNUP | EVENT CALENDAR | BUSINESS NEWS | MEMBER DIRECTORY | JOB POSTINGS | MEMBER TO MEMBER DEALS

AND MUCH MORE | AUBURNAREAWA.ORG

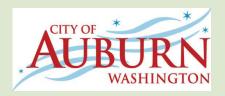


THE IMPORTANCE OF PARTNERSHIP

Trust & Respect
Shared Goals
Access to Knowledge
Enhanced Credibility
Long Term Stability



THANK YOU FOR SUPPORTING US!









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QUESTIONS?

ECONOMIC DEVELOPMENT MANAGER JENN FRANCIS

253-215-8744

JFRANCIS@AUBURNWA.GOV

WWW.AUBURNWA.GOV

Department of Community Development

Planning • Building • Development Engineering • Permit Center Sustainability • Community Services • Code Enforcement

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