

Greater Seattle Partners Presentation and Discussion – Staff Follow Up

At the Monday, October 28 Council meeting, Greater Seattle Partners presented an overview and update on their work to grow investment and jobs in the region. Council members asked questions related to small businesses, industry alignment, and workforce development. Staff has prepared this follow-up and is available to discuss or provide more information on these or any other topics of interest to Council.

The City of Shoreline supports small businesses through the Outreach, Recovery, and Retention program in partnership with the Shoreline Chamber of Commerce, which was summarized, year-to-date, in the background materials for the recent Dinner Meeting with the Shoreline Chamber. Additionally, at the Council's Dinner Meeting with the Chamber, the adaptive reuse of formerly residential structures as affordable small business space was discussed, which would require some changes recommended by the Shoreline Chamber for such properties to be included in the existing Adaptive Reuse Provisions of SMC 20.50.230. The City also supports small business through its contract with the Washington Small Business Development Centers (SBDC). The Shoreline SBDC office is located at the Shoreline Community College business department and is funded through March of 2025 by City of Shoreline ARPA dollars designated for small business recovery. At an upcoming meeting, Council will have an opportunity to learn more, from Shoreline SBDC advisor Jennifer Shelton, on how small businesses are faring, the ways in which the SBDC is supporting their retention and creation of jobs, and the opportunities and challenges they face in starting or operating their business in our area.

There are also some new small business finance programs through the WA Department of Commerce that we and our partners are encouraging local businesses to explore for real estate purchase and other purposes: <https://www.commerce.wa.gov/access-to-capital/>.

The council also showed interest in industry attraction including which growth industries might be appropriate for Shoreline, whether Shoreline has appropriate sites that may be of interest to employers, and how the City can best go about supporting the attraction of these employers to the region. City staff is engaged in statewide, regional, and local discussions around these topics through its memberships in organizations like the Washington State Economic Development Association and the joint Workforce Advisory Committee of the Shoreline Community College and Shoreline School District. Growing demand in the following fields influences curriculum planning and helps inform the City's efforts to promote Shoreline to investors: Biotechnology, Clean Energy Technology, Nursing, Manufacturing/Machinist Technology/Mechatronics, Social Media Marketing,

Medical Lab Technology, Digital Film Production, Health Information and Informatics Technology, Purchasing and Supply Chain Management, Automotive Technology, Visual Communications Technology. Greater Seattle Partners encouraged considering what industries would be desirable and communicating that to them to strengthen their promotion of the region.

There was also robust discussion of workforce development, the challenges faced by the community and technical college level in advertising and providing adequate space for the training they offer. Greater Seattle Partners shared some of the work they have done, engaging with workforce development council CEOs in the region, as well as directly with employers, for example in the medical field where they have employed focus groups to explore potential ways to increase career growth opportunities. Staff are available to follow up with GSP and reach out to other regional and statewide leaders in this area to identify opportunities for the Council to contribute to the dialogue and leadership around these issues.

Again, staff are available to discuss or provide more information, Councilmembers can feel free to reach out directly to Economic Development Program Manager Nathan Daum if desired.

Sincerely,

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