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Steve Johnson

August 2011



## NEWS & INFORMATION

### Office of Economic Development highlights success in supporting businesses and growing jobs

The Office of Economic Development (OED) is excited to announce two reports that show our work to foster economic growth in Seattle over the past year. One is the 2011 *Seattle Jobs Plan* report, which presents an overview of what City government has accomplished to promote economic growth and job development.

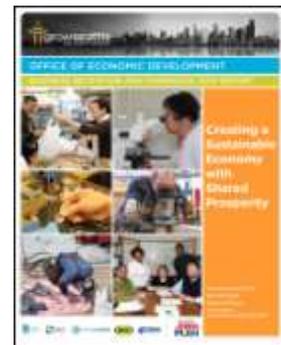


The *Seattle Jobs Plan* is Mayor McGinn's economic development initiative that is committed to creating a sustainable economy with shared prosperity. Some highlights of the strong results over the last year are: created or retained 3,270 jobs, lent \$36.5 million to 84 businesses; invested \$1 million in 18 neighborhoods through OED's *Only in Seattle* Initiative; and provided direct

training and employment services to 1,324 individuals, resulting in 353 job placements and 590 people enrolled in skills training.

The second report, the 2010 *Business Retention and Expansion Report*, outlines OED's Business Retention and Expansion program with various industry organization partners to help businesses grow and compete.

2010 was the first year for the growseattle Business Retention and Expansion program. To achieve our goal of growing





Seattle-based companies, we prioritized direct support to individual companies to help them access capital, expand into new markets, and navigate government. We conducted 478 visits across a diversity of Seattle's businesses and industry sectors. Our report covers the types of services we provided, key issues and trends, and a few of our success stories.

We are excited to offer these reports to you, and hope you will be as excited by the results as we are.

- Download the [Seattle Jobs Plan One Year Report](#) and the [2010 Business Retention and Expansion Report](#)

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### New Seattle Economic Indicators track economic performance

As part of the *Seattle Jobs Plan*, OED is creating the Seattle Economic Indicators Dashboard that reports current and recent data for the following five economic indicators: business income, job growth, business start-ups and closures, educational system performance, and income distribution. The Dashboard utilizes the most recent data available to report on local economic conditions. The data benchmarks established by the Dashboard will inform city leaders on policies, investments and actions, with a continued aim to sustain a business climate that supports quality job creation and sound public policies. Published twice each year in August and February, the Dashboard will provide a common understanding of the state of Seattle's economy.

- Check out the [Seattle Economic Indicators Dashboard](#)

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### Bullitt Center breaks ground on the greenest building in the world



On August 29, Mayor McGinn, Council President Richard Conlin, and King County Executive Dow Constantine joined community leaders to break ground at the new site of the Bullitt Center - a Bullitt



Foundation project for the first commercial office building in the nation to achieve Living Building standards, exceeding LEED Platinum efficiency standards.

"The Bullitt Center project will create green jobs on every level - the construction workers who will receive green building training onsite, the future employees in the building and the people in the green building industry who will attend classes and receive green building certificates at the project's Center for Energy and Urban Ecology," said Mayor Mike McGinn. "I am proud of the work my office and city staff did to help make today's groundbreaking possible."

- [Press release](#)

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## Two efforts to support Seattle's street-food vendors



Mayor McGinn worked with the Seattle City Council to enact legislation supporting a safe and lively food-vending culture in Seattle. This effort to enliven the street-food scene in Seattle is bolstered by a new addition to the growseattle.com web portal

outlining the necessary permits and steps to start a mobile-food business, and a partnership with Washington CASH and Mercy Corps Northwest to provide peer-to-peer learning opportunities and more for those entrepreneurs interested in mobile-food vending. For more information, please contact OED's Andrés Mantilla at 206-233-3868, or [andres.mantilla@seattle.gov](mailto:andres.mantilla@seattle.gov).

- Visit [growseattle.com's](http://growseattle.com) street-food page
- Visit [Washington CASH](#)
- Visit [Mercy Corps Northwest](#)
- [Mayor McGinn blog's](#) about the new street food legislation
- Seattle City Council approves street-food vending legislation - [press release](#)
- Mayor McGinn signs legislation to allow more mobile food vending in Seattle - [press release](#)

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## Seattle By The Numbers



## Seattle By The Numbers

Seattle By The Numbers is a great way for our readers to stay current on economic and business news through various numerical data. The figures can be national unemployment rates, various economic indicators, Seattle rankings, and data from different industry reports.

Check out our favorite stats from August:

### National

- [Payrolls rose by 117,000 workers after a 46,000 increase in June](#)
- [Consumer spending rebounds, rose 0.8 percent in July](#)
- [Real GDP up 1.3 percent in Q2](#)
- [Small businesses across the U.S. added 50,000 people to payrolls in July](#)

### Local

- [Seattle's unemployment rate is 9.3 percent](#)
- [Washington state number two for entrepreneurs](#)
- [Seattle named number one tech city in U.S.](#)
- [Seattle ranks 10th among American Cities in jobs in Science and Engineering](#)
- [Amazon gets 20 percent of global retail traffic](#)
- [Gates Foundation gave \\$2.5 billion in 2010](#)
- [Seattle ranks second in 'Super Green' cities of America](#)
- [Seattle ranked number 6 in the country in terms of value of new housing projects approved in 2010](#)

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## Daily Digest Top 10

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Want to know what your fellow *Daily Digest* subscribers are reading? Here is your chance with the top ten *Daily Digest* articles of July



The *Daily Digest* is committed to delivering relevant articles that keep your business on top of the information economy. There's no better way to keep up with the latest in business and economic news.

Below you will find the most frequently read articles by our *Daily Digest* community in the month of August. Not subscribed? Click [here](#) to sign up.

1. [Washington's best workplaces revealed](#)
2. [Five things workers won't give up, regardless of finances](#)
3. [Five simple ways to boost productivity](#)
4. [The new rules of getting press for your Start-up](#)
5. [Seven money mistakes young entrepreneurs make](#)
6. [WA state has 16 on Inc. magazine's fastest-growing 500 list](#)
7. [Seattle named number one tech city in U.S. by Scientific American](#)
8. [Is Better Task Management on Your To-Do List?](#)
9. [Future of shaky viaduct divides Seattle residents](#)
10. [Is Puget Sound the new Silicon Valley?](#)

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## Seattle's Newest Businesses

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### Business expansions, startups, and relocations in Seattle in August



Keeping business in Seattle is important to our economy, and this month the historic **Uptown Theater** in lower Queen Anne has been acquired by the Seattle International Film Festival (SIFF) and will reopen in October. This opening will be in conjunction with the new SIFF Film Center opening at the Seattle Center. OED staff were able to assist SIFF eliminate a \$25,000 annual expense that helped the project come to fruition.

- [Seattle PI](#) with more on SIFF's acquisition of Queen Anne's Uptown Theater

One of Tech Flash's featured startups this month is **Stocial** - a one-stop shop for all financial news, including stocks, analysis, and financial journalism, all curated in a live feed. Basically, **Stocial** wants to make stocks social. The live feed adds the social element by incorporating Twitter, as well as financial news and information from friends, family, and followers.

- [Tech Flash](#) with more on one of Seattle's newest startup, Stocial

In other tech news, New York could startup **Apprenda** is expanding their offices to Seattle. The company already has a couple of employees here who telecommute, but soon there will be a stand alone office to house business

development and product development talent. The location makes a lot of sense because **Apprenda's** product targets companies that use Microsoft's .NET framework.

- [Xconomy](#) covers Apprenda's expansion to Seattle

Seattle-based **Jones Soda** has found a new home in Pioneer Square. **Jones** said it will employ 28 people at the new 9,500 square-foot Pioneer Square building and will continue its practice of giving away free products on Fridays from 3 p.m. - 5 p.m.

- [Puget Sound Business Journal](#) spotlights Jones Soda's new location

Another tech company, **AppNexus**, a New York-based company that offers a platform for buying online advertising inventory, has opened an office in Seattle's South Lake Union neighborhood. Long-time clients include Microsoft, which in October 2010, was among the investors participating in a \$50 million Series C funding round for **AppNexus**.

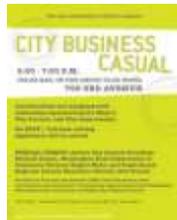
- [Tech Flash](#) covers AppNexus' recent opening

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## UPCOMING EVENTS

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Join us at **City Business Casual on Sept. 8** -  
Theme: **Regional economic development**



Join OED and your fellow business community members for another great networking night, full of sharing ideas and building relationships at our monthly *City Business Casual*. This event will take place next Thursday, **September 8** from **5:00 p.m. to 7:00 p.m.** in the **Polar Bar at the Arctic Club Hotel** (700 3rd Avenue) in downtown Seattle. Special guests for September's economic development theme will include Seattle City Council President **Richard Conlin**, Washington State Department of Commerce Director **Rogers Weed**, Puget Sound Regional Council Executive Director **Bob Drewel**, and Port of Seattle Commissioner **Tom Albro**. No pre-registration for *City Business Casual* is necessary. There is no formal program, but OED staff will actively make introductions and connections that can

help propel your business to the next level.

- [Visit City Business Casual's webpage for more details and to add the event to your online calendar](#)

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### **Multicultural Businesses in the Clean Economy: Growing Opportunities and Creating Sustainable Jobs - September 15**



Join the Urban Enterprise Center, the Greater Seattle Chamber of Commerce, Business Leaders for Climate Solutions, the Office of Economic Development and other partners in a special forum: *Multicultural Businesses in the Clean Economy: Growing Opportunities and Creating Sustainable Jobs*

on September 15, 2011 from 4:00 p.m. - 7:00 p.m. at the McKinstry Innovation Center in Seattle. Growing small businesses is key to our economic future. This forum will highlight key leaders and spark discussion on how we can better connect small and multicultural businesses with opportunities, funding and support to take their innovations to scale. This is a must-attend event for business leaders who are interested in the Clean Economy.

- For more information and to register, visit the [Climate Solutions website](#)

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### **Incorporating sustainability in your business plan - September 20**



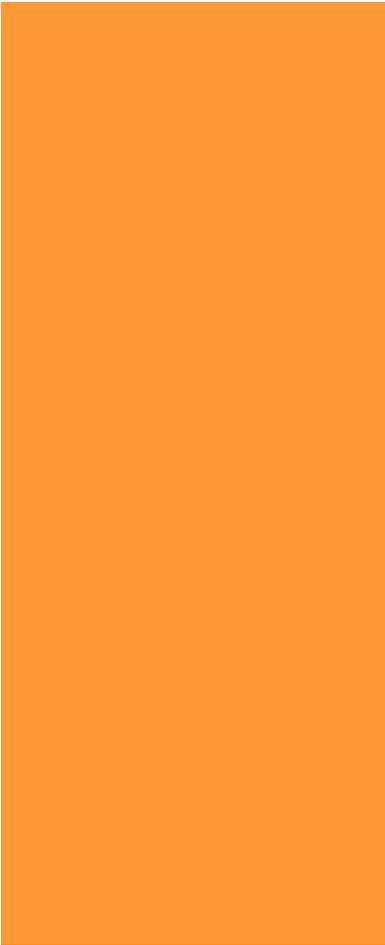
Are you in the manufacturing, transportation, clean tech, or maritime industries? Need help incorporating sustainable practices into your business plan? Register

here for a free workshop on September 20th that will help evaluate, design, and implement sustainable practices within your business operations. You'll hear from experts and industry leaders on how to create, update or revamp your business plan to stay competitive and proactive.

- [Register here](#)
- [Program flyer](#)

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**Biz Fair 2011 - Saturday, September 24 - One Day,**



### One Place

Learn from the experts how to form and run a successful business at the 15th annual Washington Small Business Fair. Biz Fair 2011 happens Saturday, September 24, 8:00 a.m. to 3:30 p.m. at Renton Technical College, 3000 NE 4th Street, in Renton. Savvy business experts share their knowledge and real-life experiences with you. Save valuable time - connect with 30 federal, state and local government agencies, and businesses and trade associations to get the information you need. The fair is free, with plenty of free parking and no advance registration needed.

- [More information on BizFair.org](http://More information on BizFair.org)
- [Check out the BizFair Facebook page](http://Check out the BizFair Facebook page)

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### Tell Your Colleagues About the *Daily Digest!*



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Send submissions, questions, or comments to [oed@seattle.gov](mailto:oed@seattle.gov).

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