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Are you and your friends signed up for OED's *Daily Digest*? Compiled from over 100 news sources, the OED [Daily Digest](#) is the best way to keep up with the latest in business, technology, workforce, industry, real estate, maritime, energy and economic development news in Seattle.

NEWS & INFORMATION

Good news for one of Seattle's hidden gem neighborhoods, South Park



In late February, the Seattle City Council approved an Interlocal agreement between King County and the city of Seattle for the South Park Bridge replacement. The city of Seattle was the first entity to pledge funds and appropriated \$15 million dollars towards rebuilding the bridge. With the total of \$87 million from local sources and \$80 million from Federal sources, the construction is scheduled to start in May. Joint venture Kiewit Construction and Massman Construction companies won the bid to build the new South Park Bridge. Their bid came in at \$96.1 million, almost \$11 million under the engineer's estimate. The construction is estimated to create as many as 200 jobs and will exponentially benefit merchants and businesses traveling to and from South Park. In the meantime, check out how the South Park community is alive and kicking by watching this special edition of [CityStream](#) featuring one of Seattle's hidden gem neighborhoods.

- [CityStream's special edition features South Park](#)
- [Seattle City Council's press release on the Interlocal agreement](#)
- [Seattle Times covers the winning bid to construct the new bridge](#)

No plans for the weekend? The *New York Times* lays out 36 hours of fun activities for you to do in Seattle



Seattle has garnered some national attention with its vibrant neighborhoods, delicious cuisine, unique bookstores and museums, and beautiful city parks. Seemingly overnight, Seattle's neighborhoods have transformed themselves into vibrant enclaves of restaurants, bars and galleries. Start in Capitol Hill with a homegrown breakfast at Volunteer Park Café, move to the recently developed South Lake Union urban village, and don't miss out on the Pike-Pine Corridor with a slew of new restaurants and businesses. The *New York Times* outlines the perfect weekend in Seattle: what to see, where to eat and what not to miss before Sunday rolls around. For further details on Seattle's neighborhoods, visit some of the neighborhoods links below.

- [Read the entire article on the *New York Times*](#)
- [The Pike-Pine Triangle website](#)
- *Blogs*
 - [Capitol Hill Seattle](#)
 - [My Ballard](#)
 - [Belltown People](#)
 - [The New Pioneer Square](#)
 - [Queen Anne View](#)

Downtown Seattle's commercial real estate gaining traction; three biggest office leases so far



Downtown Seattle is excited to see three technology and biotechnology firms sign the biggest office leases so far in 2011. Isilon Systems Inc., Dendreon, and Amazon.com are creating a commercial real estate comeback for Seattle as they will soon occupy a total of about 650,000 square feet of downtown office space. Each company is almost doubling the amount of current office space they have, therefore indicating strong growth forecasts for 2011 and beyond. This is good news for the Seattle job market, commercial real estate market, and business climate. Businesses such as Specialty's Bakery and Café are anticipating strong sales once Amazon.com employees arrive at their various locations in the South Lake Union and Cascade neighborhoods. Dendreon confirmed that it is doubling its downtown space in the Russell Investments Center. The Russell Investments Center is now almost 80 percent leased. And Isilon Systems Inc. confirmed that the reason for their move to Pioneer Square was to hire more people, and, to do so,



they increased physical space by approximately 60 percent.

- [Seattle Times reports that tech companies fill new office towers](#)
- [Puget Sound Business Journal confirms Dendreon's big downtown lease](#)
- [Seattle PI covers Amazon's new campus](#)

GM Nameplate buys back building; Jawbone Plans new office; Zynga moving to Pioneer Square



In this edition of *OED3*, we highlight the success of Seattle in attracting and retaining companies. This month, GM Nameplate, Jawbone and Zynga are all either moving to, or remaining in, Seattle.

Late last year, one of the largest manufacturers in Seattle, was looking for new space. OED worked with GM Nameplate to look at various site options, and were thrilled when they decided to buy back their current location and continue operations in Seattle with their nearly 500 employees. Jawbone, maker of Bluetooth headsets, recently announced that they plan to open a new engineering office in Seattle, and Zynga confirmed that they will soon be moving into offices in Pioneer Square. Remember you can always find *OED3* on OED's [Bottom Line](#) blog for the best recap of the most popular [Daily Digest](#) stories.

- [Daily Journal of Commerce outlines the GM Nameplate building buyback](#)
- [GeekWire reports Jawbone's plans to expand into Seattle](#)
- [Tech Flash confirms Pioneer Square as Zynga's new Seattle location](#)

Mayor McGinn welcomes Salesforce.com to Seattle



Mayor Mike McGinn joined with Salesforce.com's executive vice president Maria Martinez to welcome the company to Seattle during an event at Operation Sack Lunch in Pioneer Square. Salesforce.com's new 11,000 square foot office is located on 8th and Virginia Streets, on the perimeter of a burgeoning South Lake Union neighborhood, where Amazon.com's new headquarters is visible from the Salesforce office building. The most talented individuals will be in demand from the expanding neighborhood businesses and senior vice

president Woodson Martin, who also attended the welcoming ceremony, is seeking to recruit "the best talent."

- [Tech Flash video recap of the event](#)
- [Xconomy covers the event](#)
- [Seattle PI reviews Salesforce.com's aggressive hiring strategy](#)

Seattle ranks in the top 10 in various categories



Seattle is continuously measured against other cities in the nation and the world in different categories. This past month, Seattle has been featured in the top 10 in U.S. retail markets, world's overall cities, metropolitan areas with the highest wellbeing and U.S.'s cleantech cities. Seattle was also ranked 16th in the U.S. for energy efficient buildings. You can always find archived Seattle rankings on the [OED website](#). Check out more details on all of these great ranking for Seattle.

- [Seattle cracks the top 10 retail markets in the nation](#)
- [Seattle ranks seventh on world's overall cities list](#)
- [Seattle ranked in the top five metro areas with highest wellbeing](#)
- [Seattle ranks 16th in U.S. for energy efficient buildings](#)
- [Seattle ranks fifth in cleantech cities in U.S.](#)
- [Seattle is 27th best city for minority entrepreneurs](#)

Mayor McGinn and King County Labor Council honored at Pacific Fishermen Shipyard



The Mayor of Seattle and the King County Labor Council were honored at the Pacific Fishermen Shipyard Sandblast and Paint Booth Dedication for their contribution in supporting the maritime business community. The funds used for the project were the result of a federal grant, which the shipyard received with some OED assistance. The Department of Planning and Development and the Fire Department collaborated with OED to complete this project in less than ten months.

- [More details on the Ballard News Tribune](#)
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South by Southwest Seattle 2011

The end of the 25th annual South by Southwest (SXSW) Conference, the world's largest convergence of original music, independent films, emerging technologies and industry insiders, is here, but you can still follow the action online. Seattle was well represented with over 40 local artists bringing the City of Music to the heart of SXSW in Austin, Texas. Businesses also attended representing over 36,000 key industries. This event is one of the biggest for marketing and exposure for companies to make the connections they need to grow. For more details, follow the links below where you can view the Office of Film + Music's weekly newsletter, connect directly with SXSW on their website and find out which entrepreneurs and companies attended.

- SXSW.com
- [SXSW Film webpage](#)
- [Businesses at SWSW](#)
- [Office of F+M newsletter archive](#)
- [Seattle Times overview of SXSW](#)

Calling entrepreneurs: Four tips on business exporting and the importance of building a brand



This month's entrepreneurship articles are geared to help small- and medium- sized businesses understand the importance of building a brand and methods to successfully enter into the export game. The importance of building a brand starts with analyzing the brands in your businesses industry. In our consumer driven, flat and hyper-competitive world, there are plenty of companies out there supplying every possible kind of product/service to a market hungry for more. However, it is the companies that create a brand that capture the richest revenue streams. Also, Elise Craig writes four tips for *BNET* on preparing your business to compete globally through exporting. Small companies face numerous hurdles trying to get into international trade, from financing to payment guarantees to managing international employees that are used to different work cultures. Here's how four companies managed to overcome common export problems and grow their businesses abroad.

- [Building a Brand from Under30CEO](#)
 - [Four tips from BNET on getting your business into the export game](#)
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UPCOMING EVENTS

Prosperity Partnership Industry Cluster Tours focus on fashion and apparel - April 15, 2011



The Prosperity Partnership is a coalition of government, business, labor and community organizations from King, Kitsap, Pierce, and Snohomish counties dedicated to developing and implementing a common economic strategy. Their Industry Cluster Tours are quarterly, industry cluster-specific tours of the Puget Sound designed to help business, government, education, labor and nonprofit leaders learn about important economic development efforts in our four-county region. Their next tour will take place on **Friday, April 15** and focus on the region's fashion & apparel industry. Before the tour, follow the link below to take a look at the Fashion, Apparel, and Textile Economic Baseline Study and presentation on enterpriseSeattle's website.

- [Impact study on enterpriseSeattle.org](http://enterpriseSeattle.org)
- [Register for Prosperity Partnership's Industry Cluster Tour](#)

Seattle - King County Financial Fitness Day - Saturday, April 2



Want to get your business finances in shape? Attend a free Financial Fitness Day at the Rainier Valley Community Center located at 4600 38th Avenue S, Seattle on **Saturday, April 2** from 10 a.m. to 3 p.m. There will be plenty of services where you can have your tax return prepared; print and analyze a free credit report; consult with a certified financial planner; get advice about opening a small business; and more. This workshop is geared to help start a business, prepare business taxes and more. Registration is strongly encouraged if you need child care or interpretation services so you may be better served. Talk to the experts and get moving on improving your finances!

- [For more information, please visit the Financial Fitness Day webpage](#)
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Join us at *City Business Casual* - Thursday, April 14



Join us on **April 14** for another great networking night, full of sharing ideas and building relationships that can help propel your business to the next level. With tax deadlines approaching, *City Business Casual* extends an invitation to small- and medium-sized business owners and colleagues who have shown interest in finance and taxes. Take this opportunity to meet our featured guests: Seattle City Councilmember Jean Godden, Seattle City Budget Director Beth Goldberg, King County Assessor Lloyd Hara, and Washington Department of Revenue's National Tax Policy Advisor Russ Brubaker. This event will take place on Thursday, April 14 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. No pre-registration for *City Business Casual* is necessary. The sessions do not include a formal program, but OED staff will actively make introductions and connections.

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



Send submissions, questions, or comments to oad@seattle.gov.

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