

You may have trouble viewing this newsletter if your HTML is disabled or you are on a mobile device.



Stephen H. Johnson, Director  
2010

November

[NEWS & INFORMATION](#)

[UPCOMING EVENTS](#)



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



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

---

#### ***Only In Seattle* campaign launches, celebrates neighborhood "hidden gems"**



On November 16, 2010, the city of Seattle and its neighborhood business district partners launched the *Only in Seattle* marketing campaign, a visually lush celebration of the many locally owned "hidden gem" retail shops and restaurants in Seattle's unique neighborhoods. Inspired by the "buy local" movement, the city's Office of Economic Development (OED) worked with local business owners and neighborhood leaders to develop a campaign that would inspire people to discover and explore new neighborhoods and businesses that make up Seattle's diverse retail community. The initial campaign features locally owned businesses in five Seattle neighborhoods: Ballard, Columbia City, Georgetown, Rainier Valley and West Seattle.

- [Read the full press release](#)
- [Onlyinseattle.org](#)

---

#### **What recession? Shoppers eat up Black Friday deals**



Thanksgiving weekend is huge for retailers. In recent years, Black Friday - called that because the surge of shoppers could take retailers into profitability, or "the black," for the year - has been the busiest shopping day of the year, according to data from ShopperTrak. But the most encouraging sign for retailing and for the economy was what Americans were throwing in their carts. Shoppers still clutched lists and the buying frenzy was focused on the deals on TVs and toys, but many were treating



themselves while they bought gifts for others, adding items like boots, sumptuous sweaters, jewelry and even dresses for special occasions. Many teens bucked the bargain-hunting trend, shopping full force - and paying full price - at high-end stores like Hollister and American Eagle Outfitters, according to mall officials. That suggests that parents, feeling more financially secure, are giving their children extra spending money, said Jharonne Martis, director of consumer research at Thomson Research. Black Friday deals marked the beginning of the holiday shopping season as Small Business Saturday and Cyber Monday pulled in record sales for 2010 as well.

- [Read more about Black Friday in the Seattle Times](#)
- [Tech Flash highlights comScore, Inc.'s November retail sales report](#)

---

### **OED issues Request for Proposals for *Only In Seattle Initiative* - funding for neighborhood business districts**



The Office of Economic Development (OED) is partnering with Impact Capital to make approximately \$1 million available for the *Only in Seattle Initiative*. The Initiative provides grant funding and staff support to foster neighborhood business districts that allow small businesses to grow and flourish, making a positive contribution to the city's economic health, reflect the unique character of the neighborhoods where they are located, and contribute to their vitality. Proposals are due to Impact Capital by 5:00 p.m. on Thursday, December 30, 2010. One informational session will be held to answer questions about the program and the RFP. All are encouraged to attend this session. It will be held on Friday, December 3, 2010 from 2:00 to 3:30 pm at Miller Community Center, 330 19th Avenue East - Multi-Purpose Room. For more information contact Theresa Barreras at 206-684-4505 or [Theresa.barreras@seattle.gov](mailto:Theresa.barreras@seattle.gov) or Jennifer LaBrecque at 206-658-2610 or [Jennifer@impactcapital.org](mailto:Jennifer@impactcapital.org).

- [Read the complete program description](#)
- [Guidelines and the complete Request for Proposal](#)

---

### **City Council passes 2010-2011 budget, reflects Council's dedication to public safety and human services**



The Seattle City Council passed the 2010-2011 proposed budget on November 22, 2010, effectively closing the \$67 million dollar shortfall that faced the city. The City Council restored funding for human services including



advocates for crime victims and training for nonprofits that provide housing for domestic-violence victims. It also opened the basement of City Hall for use as a homeless shelter six month of the year. Councilmember Jean Godden, chair of the Finance and Budget committee said, "Seattle City Councilmembers approached this year's budget process by keeping regular folks and our community in mind. The 2011-2012 budget package adopted today, represents budget priorities that best protect human services and public safety. We were not able to do all that we wanted in this budget. However, there are some bright spots."

- [Read the complete press release](#)
- [Budget highlights](#)

---

### Consumer confidence hits five-month high according to The Conference Board



Americans' confidence in the economy rose to a five-month high in November amid more hopeful signs. The Conference Board, a private research group based in New York, reported that its Consumer Confidence Index rose to 54.1 in November, which is the highest reading since June. The Consumer Confidence Survey is based on a sample of 5,000 U.S. households and is conducted by the world's largest custom research company, TNS.

- [Read The Conference Board's press release](#)
- [Seattle Times reports on the confidence rating](#)

---

### Grow Seattle Fund provides nearly \$2 million to West Seattle Thriftway



On Thursday, November 4, 2010, the city's Office of Economic Development and the National Development Council (NDC) announced a Grow Seattle Fund loan of \$1.98 million to West Seattle Thriftway, an independent grocery store. The nearly \$2 million loan will provide much needed capital to improve Thriftway's energy efficiency, ultimately transitioning it to greener business operations and retaining as many as 120 local well-paying jobs. Business financing and supporting small businesses is a key component of the mayor's Seattle Jobs Plan. "Helping our local businesses grow and retain jobs is a critical part of my Seattle Jobs Plan, which focuses on creating a sustainable economy with shared prosperity," said Mayor Mike McGinn. "The Grow Seattle Fund is an example of the city being creative and innovative in supporting local

businesses, and West Seattle Thriftway fits exactly with our expectations. This loan allows them to both improve the energy efficiency in their store and retain 120 good paying jobs." "The city has a variety of new financing program options available to assist small, medium and large businesses for everything from funding equipment purchases to energy efficiency improvements, to working capital and even development projects," said Steve Johnson, director of the City's Office of Economic Development. "In addition to financing, OED offers a variety of services for businesses to START | GROW | or GREEN your business."

- [Read the entire press release](#)
- [National Development Council's blog post on the loan](#)

---

### **Mayor McGinn announces \$40 million for energy efficiency projects**



On November 10, 2010, Mayor Mike McGinn announced a \$5 million down payment on a \$40 million commitment to fund energy efficiency retrofit projects in large commercial, hospital and municipal buildings, which are estimated to create and retain 400 living-wage green jobs. "The investments we're announcing today are part of the Seattle Jobs Plan - to get Seattle working again. I have made job creation a core priority - we are doing all we can to expand quality employment opportunities," said McGinn. The Seattle Jobs Plan calls for rapidly increasing building retrofits. "Through Community Power Works, we are creating jobs by eliminating the wasted energy from buildings." "This program will increase the energy efficiency of Seattle's buildings, which will save energy and money. This is also a key step in reducing carbon emissions. Making investments in energy efficiency today is the way we build the climate neutral future of tomorrow," Seattle City Council President Richard Conlin said. "The jobs we create and the businesses we support through these investments will become part of the next economy - the climate economy. And city government will lead the way along this path by making energy efficiency investments in our own facilities through Community Power Works."

- [Read the entire press release](#)
  - [Read about the Mayor's Seattle Jobs Plan](#)
-

## City of Music Initiative gains national recognition in *Creative Placemaking*



The National Endowment for the Arts has recently announced the Mayors' Institute on City Design's (MICD) most recent publication, *Creative Placemaking*. The publication is a resource for mayors, arts organizations, the philanthropic sector and others interested in understanding strategies for leveraging the arts to help shape and revitalize the physical, social, and economic character of neighborhoods, cities and towns. Seattle's own City of Music Initiative is included in the short list of exemplary case studies for its efforts to rejuvenate the community through music and the arts.

- [Read more about the National Endowment for the Arts](#)
- [Creative Placemaking publication](#)

---

## UPCOMING EVENTS

### Don't miss the festive year-end City Business Casual! - Dec. 14



Special guests at our year-end City Business Casual will be Washington State Department of Commerce Director [Rogers Weed](#), City Council President [Richard Conlin](#), City Councilmembers [Sally Bagshaw](#), [Jean Godden](#), [Mike O'Brien](#), [Tom Rasmussen](#) and more. The Office of Economic Development and the city of Seattle are excited to connect directly with the local business community via our City Business Casual series. These monthly, informal gatherings provide the Seattle business community with regular, direct access to business-focused city officials, including influential city leaders and key department heads and representatives. The next City Business Casual will take place on **Tuesday, December 14** from 5:00 to 7:00 p.m. at Polar Bar (700 3rd Avenue) in downtown Seattle. No pre-registration for City Business Casual is necessary. The sessions do not include a formal program, but Office of Economic Development staff will actively make introductions and connections. Business owners and advocates will have a chance to ask questions, suggest ideas, and troubleshoot specific issues.

- [Visit City Business Casual online](#)

---

### Network with film, music, and digital media industry representatives at the special holiday Happy Hour -

## Dec. 8



Seattle is a growing hub for film, music and digital media, and it is vital for these three communities to interact for our city to continue to thrive. The upcoming December's Film, Media, and Digital Music Happy Hour, presented by the Seattle Office of Film + Music with Washington Filmworks, the Pacific Northwest Chapter of the Recording Academy, and the Washington Interactive Network, offers a laid-back environment for new and established industry representatives to socialize, network, and build a unified community. This event offers a great opportunity to meet and network with the brightest minds from Seattle's vibrant film, music, and digital media community. The next Happy Hour will be held on **Wednesday, December 8** from 5:00 to 7:00 p.m. at the Spitfire Lounge in Belltown.

- [Learn more about the Office of Film + Music's Happy Hour](#)



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

### [Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [mikel.davila@seattle.gov](mailto:mikel.davila@seattle.gov) by [oad@seattle.gov](mailto:oad@seattle.gov).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Office of Economic Development | 700 5th Avenue, Suite 5752 | PO Box 94708 | Seattle | WA | 98124