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**Stephen H. Johnson, Director**  
**2010**

**October**

[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, and economic development news in Seattle.

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### NEWS & INFORMATION

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#### OED formally accepts \$1 million grant for energy efficiency programs



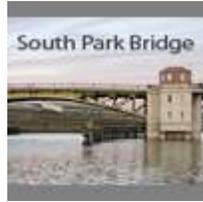
On Monday, October 4, 2010, the Seattle City Council passed legislation that authorizes the city of Seattle's formal acceptance of a \$1 million grant award from the Washington State Department of Commerce's \$4.96 million energy credit enhancement program. Over the

past year, the city's Office of Economic Development (OED) and the Office of Sustainability and Environment (OSE) have developed loan programs for commercial and residential energy efficiency projects and have secured funding sources to capitalize these programs. "We are prioritizing our efforts on businesses with high energy costs such as grocery stores, restaurants and cold storage facilities," said Steve Johnson, director of the city's Office of Economic Development. "This additional financing source will help businesses improve their bottom line through lower energy costs, and can be used with other tools to save them even more money."

- [Read the full press release](#)



## South Park bridge receives rebuilding money from the federal government



King County is receiving \$34 million in TIGER II (Transportation Investment Generating Economic Recovery) stimulus money to replace the bridge, which closed last summer. With this final piece of funding, the \$131 million bridge replacement project can move forward. King County Executive Dow Constantine said the new bridge should open in May 2013. The South Park neighborhood is home to 3,700 residents and 115 businesses.

- [Read full coverage from \*The Seattle Times\*](#)
- [Learn more about the TIGER II funding](#)

## Redesigned city of Seattle website offers a clean look, user-friendly navigation



This month the city of Seattle launched the redesign of Seattle.gov. The site provides increased usability and an ease for finding content that is most frequently sought after by visitors. DoIT, the city's Information Technology department researched a multitude of different websites to find the perfect fit for the redesign of Seattle.gov. They also accounted for the most clicked-on web pages that were viewed by visitors. This information was then organized to provide easy access, with the five main headers being: Business in Seattle, Living in Seattle, Visiting Seattle, City Services, and City Departments.

- [Visit the redesigned Seattle.gov site](#)

## City of Music Festival continues next week



The City of Music Festival will serve as a new multi-year platform that will annually connect hundreds of events, thousands of artists, and millions of fans to celebrate Seattle's diverse and thriving music community throughout the month of October. This year's festival, which brings together under one banner a wide range of musical programs and events already taking place in October, is laying a foundation for a decade of growth that will firmly establish the month of October as a local, national and international month to celebrate music in Seattle. The City of Music Festival will grow to become a centerpiece of the City of Music Initiative. Upcoming events



include: [Earshot Jazz Festival from October 15 through November 7](#) and the [Sister City Showcase: Reykjavik Calling on November 5](#).

- [Learn more about the City of Music, the awards, and the City of Music Festival](#)

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### Seattle attracts new businesses: Zynga, Salesforce.com, and Russell Investments



Zynga, the fast-growing maker of social games like FarmVille and Mafia Wars, has just posted a bunch of job openings for a social game studio that it will open in Seattle. The company plans to hire a number of game developers for the office. Russell Investments just moved into Seattle. Russell CEO Andrew Doman has said the move to Seattle "will provide the company with access to a large talent pool and will place Russell in the center of a major Pacific Rim city, alongside other like-minded global firms and business pioneers." Salesforce.com relocated to South Lake Union and is but a stone's throw from Amazon's new headquarters. Woodson Martin, senior vice president, called the Seattle office a "strategic target area" for the company. The company's job board currently has more than 20 openings in Seattle. "We are after the best and brightest software engineers in the industry and a heck of a lot of those people live in the Seattle area. That's why we are here."

- [Read about the Salesforce.com move from Tech Flash](#)
- [Read about Russell's move from The News Tribune](#)
- [Read about Zynga's move from Venture Beat](#)

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### Mayor proclaims October 5 Community College Day



Mayor McGinn proclaimed October 5 as Community College Day in recognition of the education and job training that community colleges provide to prepare skilled workers for job openings today, and for the high-demand careers of tomorrow. The proclamation coincides with President Obama's Community College Summit, held at the White House the same day. An early report of the summit from *McClatchy News* said that the president "is looking to community colleges as a lifeline to escape a battered economy ... at a time when there are signs that U.S. workers are not prepared for the technological advances driving the global economy." Community Colleges factor heavily into the mayor's Job's Plan; a majority of the jobs in our region will require associate degree-level education

in the next 10 years, and the mayor wants to ensure businesses can hire Seattle's own residents to meet this job demand, rather than import people from outside the region. Seattle Community Colleges Chancellor Jill Wakefield held a news conference connecting the first-ever White House Summit on Community Colleges to Seattle. Dr. Jill Biden, who taught at community colleges for more than 17 years, and Melinda Gates, are avid supporters of community colleges.

- [View the Mayor's official proclamation of Community College Day](#)
- [More information on the White House Summit](#)
- [View Seattle Community College Television coverage](#)
- [Read more on the Bottom Line](#)

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### **Port of Seattle sets new cruise ship calls and passenger records in 2010**



The Port of Seattle achieved its best ever cruise season in 2010, with a record number of cruise ship calls and passengers. "The cruise business brings jobs, and each ship call brings \$1.9 million to King County," said Port of Seattle Commission President Bill Bryant. "The 2010 cruise season is good economic news for our region." The cruise industry also generated \$425 million in business revenue, \$18.9 million in state and local taxes and 4,447 jobs in 2010. Alaska is also a popular destination and cruise lines such as Carnival Cruise Line, Norwegian Cruise Line, Holland America Line, Princess Cruise, Royal Caribbean International and Celebrity Cruises, called the Port of Seattle to offer unique cruise experiences.

- [Read the full article on the Port of Seattle website](#)

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### **UPCOMING EVENTS**

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#### **Register for the Future Energy Conference on November 9 - 10**



Presented by Northwest Environmental Business Council and the State of Washington, and incorporating the Washington State Energy Summit, this unique event offers a forum to connect those developing strategies for energy security and economic development with the businesses making it happen. The content will cover energy policy & economic development, the business side of renewable electricity & renewable fuels, and energy efficiency. Two days of educational and discussion sessions,

keynote presentations, and a trade show make the Future Energy Conference the place for learning, networking, and business development. The main conference will be preceded by a one-day Bioenergy Research Symposium on November 8. For more information visit [www.FutureEnergyConference.com](http://www.FutureEnergyConference.com).

**There is a \$50 registration discount for Office of Economic Development members (use discount code OEDSEA10).** For sponsorship & exhibit opportunities contact Harry Aldrich 503-719-4035 or [harry@futureenergyconference.com](mailto:harry@futureenergyconference.com).

- [Learn more about the Future Energy Conference, in both Portland and Seattle, or register online](#)

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### **Join Ethan Raup, Mayor's Office, and Susan Hildreth, City Librarian, at City Business Casual - Nov. 18**



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 **Thursday, November 18** from 5:00 to 7:00 p.m. at Polar Bar (700 3rd Avenue) in downtown Seattle. Special guests will be [Ethan Raup, Director of Policy and Departmental Operations, Mayor's Office](#), and [Seattle City Librarian Susan Hildreth](#). 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](#)

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### **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 industry Happy Hour](#)



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

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