

**GREATER SEATTLE**  
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INTRODUCTION

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# WHY THE PUGET SOUND REGION...

**GREATER SEATTLE PARTNERS**

## U.S. REGIONAL EDO'S

METRO ATLANTA CHAMBER

World Business Chicago

SAN DIEGO REGIONAL EDC

GREATER SACRAMENTO ECONOMIC COUNCIL

BAY AREA COUNCIL

MAMADE BEACON COUNCIL

saedf

SAN JOSE

GREATER MSP  
Minneapolis Saint Paul Regional Economic Development Partnership

GREATER HOUSTON PARTNERSHIP

Greater Phoenix ECONOMIC COUNCIL

CHICAGO REGIONAL GROWTH CORPORATION

GREATER PORTLAND

Metro Denver Economic Development Corporation

NYCEDC

THE COLUMBUS REGION

Charleston REGIONAL DEVELOPMENT ALLIANCE  
BERKELEY, CHARLESTON & DORCHESTER COUNTIES

San Francisco Center for Economic Development

INVESTATLANTA  
Atlanta's Development Authority

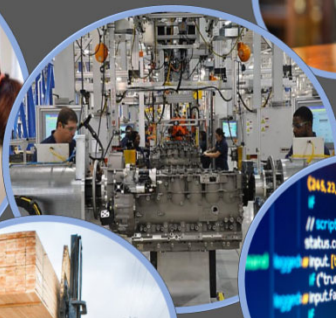
Austin Chamber

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# INTERNATIONAL REGIONS



# YOU MAKE THINGS



- #1 FASTEST-GROWING REGION IN THE U.S. FOR THIS DECADE  
SOURCE: U.S. CENSUS BUREAU (2018)
- #1 BEST POSITIONED FOR LONG-TERM SUCCESS AND SHORT-TERM MOMENTUM  
SOURCE: WORLD ECONOMIC FORUM (2018)
- #2 BEST REGION FOR TECH TALENT IN THE U.S.  
SOURCE: CBRE RESEARCH (2018)
- #3 BEST PLACE FOR BUSINESS AND CAREER  
SOURCE: FORBES (2018)
- #4 U.S. PUBLIC UNIVERSITIES (UNIVERSITY OF WASHINGTON)  
SOURCES: CENTER FOR WORLD UNIVERSITY RANKINGS (2018)
- #5 TOP NORTH AMERICAN CITY FOR CORPORATE INNOVATION  
SOURCE: INNOVATION LEADER MAGAZINE, 2017

BEST POSITIONED FOR LONG - TERM SUCCESS + SHORT - TERM MOMENTUM



**Seattle**

The Pacific Northwest's largest city has been a bright spot in the U.S. economy. Significant demand from growing tech companies – Amazon in particular – is continuing to boost economic momentum.



**Singapore**

Already an established world city and financial center, Singapore also registered the greatest improvement in Short-Term Momentum of any market over the past year. Singapore is projected to record the largest rental growth of any major office market globally in 2018.

SOURCE: WORLD ECONOMIC FORUM, JULY 2018

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# GDP DATA

(RELEASED BY U.S. BUREAU OF ECONOMIC ANALYSIS, SEPTEMBER 2018)

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Gross Metropolitan Product

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THE SEATTLE METRO AREA IS THE 11TH LARGEST ECONOMY  
IN THE COUNTRY

2017 REAL GDP GROWTH RANKS THIRD AMONG LARGE METROS

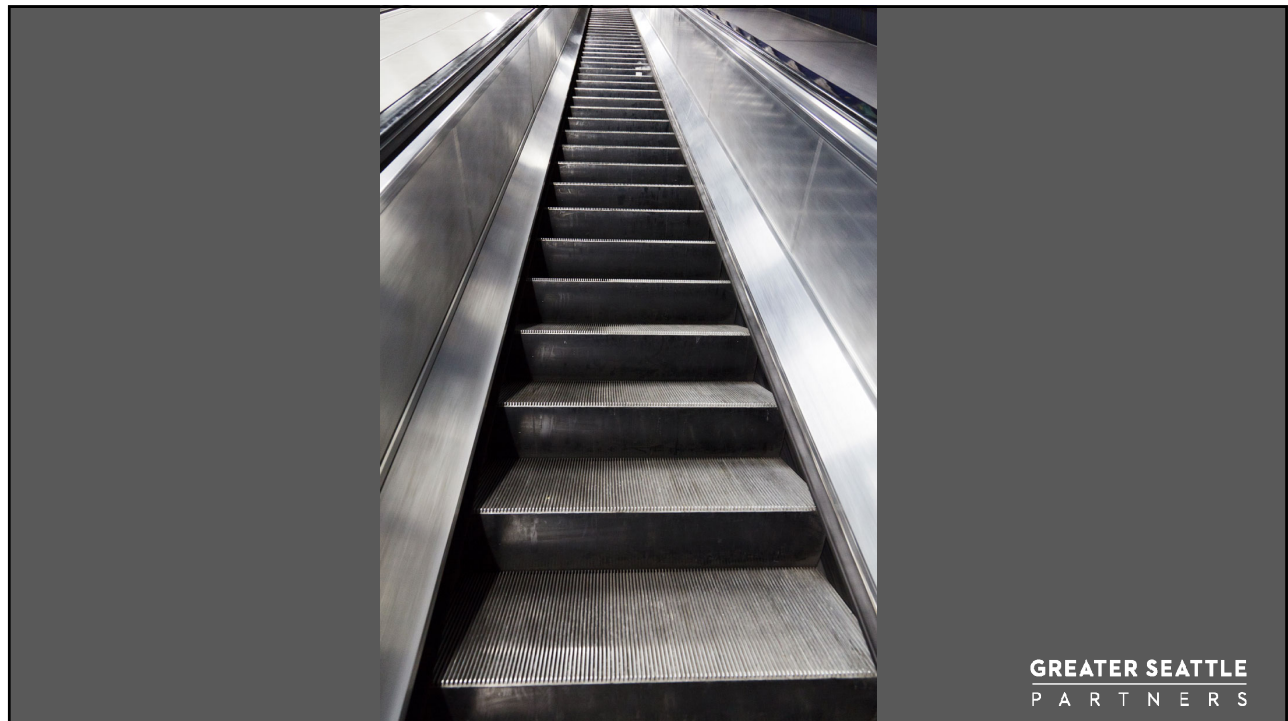
LAST YEAR WAS THE REGION'S BEST PERFORMANCE SINCE 2007

GREW ABOUT 2.5X FASTER THAN THE U.S.

AT \$80,833 THIS MSA NOW HAS THE THIRD HIGHEST REAL GDP PER CAPITA  
BEHIND SILICON VALLEY AND SAN FRANCISCO









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# GROWTH HAS **NOT** BEEN INCLUSIVE OR DISTRIBUTED EVENLY THROUGHOUT THE REGION

## ACTIVITIES TO DATE

-  DISSOLVED THE TDA & EDC
-  CREATED A NEW DOMAIN
-  ESTABLISHED SOCIAL MEDIA CHANNELS
-  EXECUTED OPERATING AGREEMENT WITH THE CHAMBER THROUGH END OF YEAR
-  HIRED A COO
-  HIRED A FIRM FOR ED STRATEGY
-  CONDUCTING A LISTENING TOUR OF THE REGION: 137 PEOPLE
-  HIRED A CONTRACT COMPTROLLER/ACCOUNTANT

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# 2018 TRADE MISSIONS & TRADE SHOWS

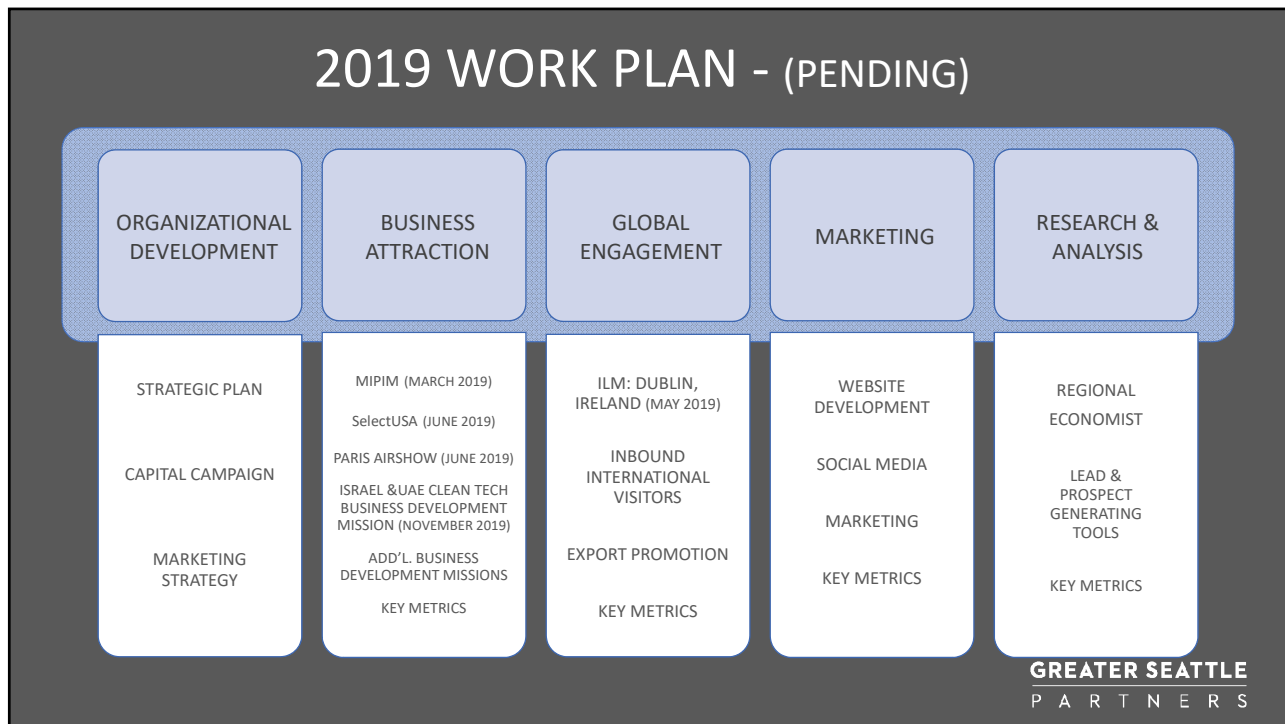
<input checked="" type="checkbox"/> SELECTUSA JUNE 20-22	<input checked="" type="checkbox"/> FARNBOROUGH JULY 16-22
<input checked="" type="checkbox"/> HONG KONG & SHENZHEN SEPTEMBER 17- 21	<input checked="" type="checkbox"/> LONDON OCTOBER 9-15
<input checked="" type="checkbox"/> SHANGHAI NOVEMBER 3-9	

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# GREATER SEATTLE PARTNERS GOVERNANCE

<p><b>EXECUTIVE COUNCIL</b></p> <ul style="list-style-type: none"><li>• ADVISE AND CONSENT</li><li>• MEETS TWICE A YEAR</li></ul>	<p><b>LEADERSHIP BOARD</b></p> <ul style="list-style-type: none"><li>• FIDUCIARY BOARD</li><li>• MEETS 6 TIMES A YEAR (EVERY OTHER MONTH)</li></ul>	<p><b>INVESTOR COUNCIL</b></p> <ul style="list-style-type: none"><li>• GENERAL MEMBERSHIP</li><li>• MEETS ANNUALLY</li></ul>
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## **INCLUSIVE ECONOMIC DEVELOPMENT**

Economic development organizations have traditionally been responsible for generating growth -- should begin focusing on who benefits from growth.

## **WHO AND WHY ARE PEOPLE BEING EXCLUDED?**

- Failure of the economy to generate enough quality jobs throughout a region
- Skill barriers or the failure of firms or schools to equip people with needed skills
- The inability of people to reach jobs due to lack of affordable housing or transit

Our vision is that all people in the Greater Seattle region can benefit from our economic growth.

## STRATEGIC PLAN/ACTION PLAN

### LOCATION COMPETITIVENESS

Economic base review, on-location examination, competitive assessment (including talent and incentives), regional organizational review (Nov - Jan)

### INDUSTRY AND OPPORTUNITY TARGETING

Industry analysis and screening, target industry/opportunity prioritization, value proposition ( Dec - Feb)

### STRATEGY AND ROADMAP DEVELOPMENT

Domestic and international attraction, FDI/trade alignment, location capacity, action plan development (April 2019)

### NEXT STEPS

Stakeholder and economic development partner meetings, physical tour and location factor examinations, and employer interviews

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## 2019 WORK PLAN - KEY METRICS (PENDING)

- Qualified business & investment leads and prospects generated
- Jobs created & wage rates by race, gender
- # of trade shows attended in target industries
- # of inbound trade delegations supported
- Increase in Foreign Direct Investment in target industries
- ROI for Lead Generation Tools
- Regional wins by location (cities & counties)
- Investment in personal & real property
- # of trade missions attended
- % increase in exports in target industries
- Website, Social Media & Marketing metrics to measure effectiveness of marketing engagement activities
- Target industry marketing collateral for print website

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## 2018 - TRANSITION 2019 - START-UP

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QUESTIONS/COMMENTS?

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