



One**Redmond**

OneRedmond 2024 Contract Review

About OneRedmond



OneRedmond

Leaders dedicated to economic vitality in Redmond.

Collaboration from business, education, government, and community sectors.

Focus on well-paying family-wage jobs, diversity and inclusivity, and affordable housing.

Unique combination of Economic Development Enterprise, Chamber of Commerce, and Community Foundation.

The only public/private economic development partnership in East King County.



Angela Rozmyn
Natural & Built Environments



Mary Morrow
Nelson Legacy Group



Tom Markl
Nelson Legacy Group
Secretary, Head of GA Committee



Angela Birney
Mayor of Redmond
Member at Large



Vanessa Kritzer
City Council President
City of Redmond Councilmember



Michael Mattmiller
Microsoft
Past President



Stephanie Lizza
EvergreenHealth



Ryan Baumgartner
SCS
Treasurer



Steve Yoon
Mill Creek Properties
President



Barb Wilson
Microsoft



Keri Pravitz
Amazon



Matt Larson
Puget Sound energy



Victor Mesa
UniSea



Katie Kendall
McCullough Hill



Lauren Paolini
AT&T



Corey Gil
Dupar & Co.

Board of Directors



Kristina Hudson
Chief Executive Officer



Margo Shiroyama
Director of Special Projects



Justine Mulholland
Director of Special Projects



Shawn Palmer
ASBC, MSML
Certified Small Business Advisor



Audrey Fan
Director of Tourism Strategy



Sara Meats
Marketing Program Manager



Julie Boselly
Accounting



Melody Lanthorn
Tourism & Hospitality Consultant

Our Team



Business Retention, Expansion & Recruitment

274 Redmond Business Visits and Support

110 Small Business Advising Clients



Business Visits and Communication

Business Visits (164)

- OneRedmond staff visited businesses and nonprofits
- Conducted business walks and direct communication inquiries

Support for Retention and Expansion (92)

- Assisted with real estate property availability reports
- Addressed workforce needs
- Marketing Support
- Permitting Support
- Promoted export opportunities through Export Accelerator Program



Businesses Retention and Expansion

Types of Businesses in Overlake and Downtown

- Food and Beverage establishments with diverse cuisines
- Personal Service establishments
- Retail establishments
- Others including Financial Services, Grocery Store, hotels, medical/dental businesses, and apartment complexes

Top Concerns

- Displacement due to redevelopment
- Limited affordable relocation options
- Crime
- Affordable housing
- Cost of doing business

Impactful Cluster Meetings



Tour of Kymeta during Redmond
Seattle Space Week event in June 2024.

Hosted Monthly Industry Cluster Meetings

- Space Industry
- Lodging and Hospitality

Local Business Education Sessions

- AI, social media strategies, homelessness, legislature updates, transportation

Affordable Housing

- Meeting with Plymouth Housing

Commercial Real Estate Brokers

- Coordinated sector-specific meetings



Displacement & Affordable Commercial Space

Collaboration with Planning Department

- Addressed business displacement issues monthly

Participated in City-led Grow America (fka NDC) Meeting

- Discussed commercial affordability

Coordinated Interviews with Real Estate Brokers

- Learn of challenges of locating high-quality retail in Redmond



Small Business Advising

OneRedmond's East King County Small Business Development Center (110 Small Businesses)

- Advisor counseled aspiring entrepreneurs and small business owners
- Provided tailored advising opportunities

Hub of the Local Small Business Ecosystem

- Enhanced knowledge base for entrepreneurs and small business owners

Top Categories and Counseling Activities

Types of Businesses – Top 3

- Professional/Technical Services
- Accommodation and Food Services
- Arts and Entertainment

Top Areas of Counseling Activity

- Start Up Assistance
- Business Plans
- Managing a Business
- Marketing and Sales
- Financing/Capital
- Buying/Selling a Business



Redmond Workshop Series



REDMOND
Small Business
Workshops Series

Upcoming Sessions:

- Business Basics
- Summarized Business Plan
- Marketing & Pricing Strategies
- Finances

REGISTER NOW

MONDAYS & THURSDAYS
NOV 14 - 25 | 6:00-8:15 PM

Redmond City Hall

RedmondBizWS24.eventbrite.com

Logos: Redmond Washington, Saturday Market, Downtown Park, Old Town, Redmond Town Center, OneEastside SPARK, OneRedmond

Image of a smiling woman and man in aprons.

Workshop Series Overview

- Modularized small business curriculum in 4 workshops
- Delivered in a peer learning format

Workshop Topics

- Startup Basics
- Small Business Financing
- Pricing Strategies
- Customer Segmentation and Marketing
- Using KPI to Drive Profit
- Small business case studies



BELLWETHER
H O U S I N G

Multicultural Small Business Support Hub Project



REDMOND OVERLAKE VILLAGE

Community-Based Partnerships

- Collaborating with partners to support small businesses through the creation of a regional shared multicultural hub

A Physical Space with Resources

- Technical assistance and training
- Resources for business launch, sustainment, and growth
- Shared-used commercial kitchen with Food Business Resource Center

Provide True Economic Mobility

- Support for minority and underserved business-owners
- Addressing systemic challenges through partnerships
- Developing innovative, collaborative solutions

Business Attraction & Recruitment



Focus on attracting businesses to the Redmond area.

2/3 of the Leads Direct from OneRedmond.

Attend Monthly Greater Seattle Partner (GSP) calls

Collaborated with GSP and City of Redmond for outreach.

Support Provided

Support provided to 18 inquires includes:

- Real estate availability searches based on client needs
- Contacting commercial real estate agents to set up property tours
- Joining on property tours when applicable
- Providing a list of brokers specializing in the client's property type

Connecting clients with City of Redmond staff

- Assisting with zoning and permitting questions
- Working towards solutions to challenges

Answering additional questions and connecting clients to other support organizations

Support Businesses Workforce Needs

Collaboration with local
businesses and educational
institutions

Supporting job seekers



Marketing & Promotion of Local Businesses

Supported 138 small businesses in Redmond.

Enhancing visibility for local non-profits within the community.

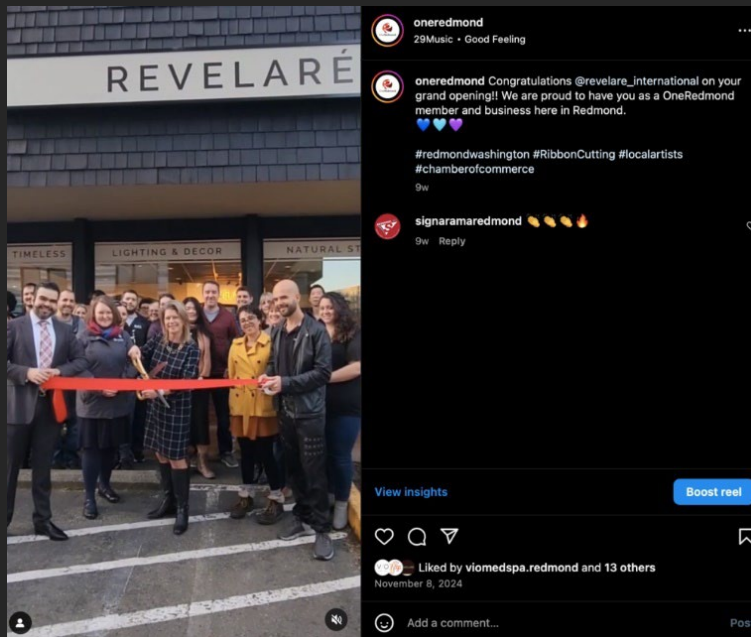
Utilizing social media platforms for broader outreach.

Creating community events to showcase local businesses.

Building partnerships with multicultural organizations for diverse representation.



Highlight Our Community



Highlighted Local Businesses and Non-Profit Organizations

- 88 small and diverse businesses on social media platforms
- 50+ local businesses and non-profit organizations at events and activities.
- Developed blog posts and content for the new Innovation Triangle website and LinkedIn

Other Community Support

Non-City Contracted Activities and
Events

Funded by OneRedmond Investor
Members

Staffed by OneRedmond



Community Events

Hosted Community Events

- Eastside Economic Outlook
- State of the City
- Redmond Wine Walk
- Rumble in Redmond: Robot Combat

Events Impact

- Over 1,500 attendees
- More than 3.74M digital impressions



Uniquely Entrepreneurial Event

Event Topic: Space & the Pacific Northwest

- Held during Space Week in June 2024
- Location: Redmond Senior and Community Center

Attendance and Impact

- Over 200 attendees
- Showcased the city and the Redmond Space District



Out-of-this-World Legislative Field Trip

Coordinated and Co-hosted Tours

- Fully guided tours and briefings of the regional space industry
- Highlighted businesses in the Redmond Space District

Full-Day Excursion

- 26 participants including 6 Washington State legislators
- 3 Federal Staffers and 6 Educational Representatives
- 11 partners

Company Visits

- Visited 5 companies in Redmond, Kent, and Tukwila
- Included Redmond's Kymeta and Xplore





Startup425 Support

Collaboration with Startup425

- Two forums hosted in Redmond
- Amplified promotion of events

Investor Event

- Held in January 2024

Space-Tech Event

- Held in October 2024

SPARK Made Local Series

May - June 2024



**Empowering
Washington's Makers and
Creative Entrepreneurs**

Program Details

- Funded by Washington State Microenterprise Association (WSMA)
- Held from May-June 2024
- Focused on supporting makers and creative entrepreneurs

Webinars and Participation

- Hosted 4 webinars
- Assisted 238 businesses

Demographics of Participants

- 86% women-owned businesses
- 19% LGBTQ+ persons
- 9% entrepreneurs with disabilities

Partners Involved

- Making Local, Global Social Business Partners, and Muslim Community Network Association.



Redmond Small Business Grant Disbursement

Grant Program Overview

- Redmond Small Business Resiliency Grant Program
- Funds disbursed in January 2024

Number of Awardees

- Total of 100 small businesses

Grant Amount

- Each business awarded \$5,000

Diversity of Awardees

- 38 minority-owned businesses
- 18 immigrant-owned businesses
- 60 women-owned businesses

— REDMOND —
SMALL BUSINESS RESILIENCY
— GRANT PROGRAM —

Redmond Eastside Made Pop-Up Market

Vendor Participation

- 21 home-based vendors/artisans recruited
- Hosted with Move Redmond's Overlake Streets Festival

Vendor Demographics

- 95% women, minority, or WMBE
- 38% immigrant-owned
- Two youth-driven enterprises
- 62% from Redmond

Market Impact

- Over 500 attendees
- Social media reach over 19,500
- 825 post engagements



Founder's Institute Small Business Series Support

Assisted in the development of 7 Modules

- Modified core curriculum for small businesses and non-venture scale startups

Program Elements

- Recruiting speakers and mentors
- Sessions: Business planning, Legal & business structures, Small business pitch practice, Business plan review, Small business financing options, Mentor idea review, Mentor progress review

Funding Opportunities

- Connecting small businesses to appropriate funding

Marketing and Outreach

- Utilizing organizational tools for marketing and graphic design support

2 Line Light Rail Grand Opening

Grand Opening Event

- Centro Cultural Mexicano and Microsoft
- Redmond Technology Station

Partnerships

- Collaborated with multi-cultural organizations
- Community performances
- Nintendo and Xbox

Attendance

- Event drew over 11,000 people



Marymoor Village Development Meetings

Marymoor Village Development Meetings

- Offered feedback to developers and City

Coordination with Affordable Housing Developers

- Organized introductory meetings

Participation in Day Care Meetings

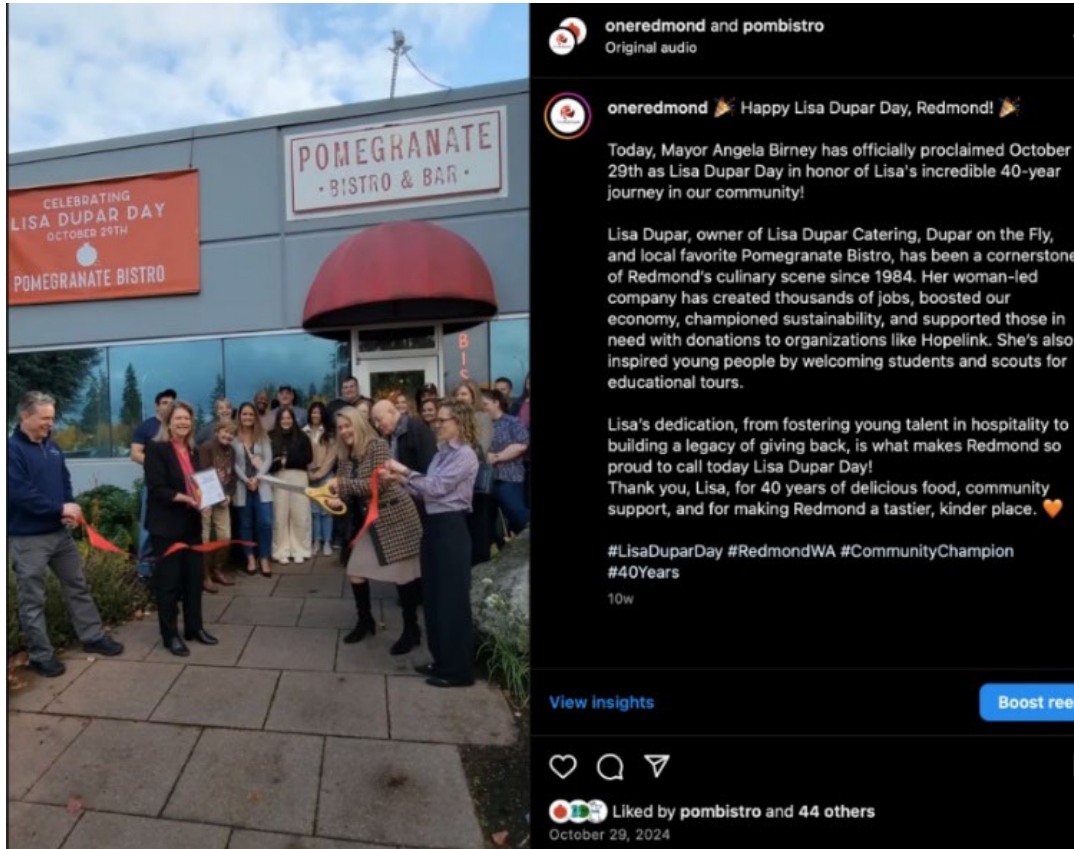
- Engaged with expert agencies

Participated in Thriving Communities Workshops

- Invited by City of Redmond

Provided Multi-Family Real Estate Reports

- Median gross rent for specific districts



Total 2024 Metrics

OneRedmond
&
OneEastside
Foundation

1,358
Businesses
Assisted

46 BRE and
Recruitment
Projects

42 Events
Produced

91 Hours of
Small Business
Education

27 Startup
Programs

1,613 Jobs
Supported

\$232.5M
Capital
Infusion

3.175M Digital
Traffic

16,300
Attendees

Contact



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