

# OneRedmond-City of Redmond 2024 Contract

## Introduction

2024 was a busy year for OneRedmond, in partnership with the City of Redmond. With COVID-19 regulations eased or concluded, OneRedmond ramped up in-person educational programming and events and saw increased activity and inquiries from local small businesses and nonprofits. Below is a summary report of activities related to the City of Redmond Scope of Work for 2024 services and support.

## Business Retention & Expansion Activities:

- OneRedmond staff fielded 18 existing business inquiries on the below topics:

Lead Source	Existing Business	Industry	Requirements
City of Redmond	Retention	Arts	Parking issue with landlord, cost of rent
City of Redmond	Retention	Childcare	Daycare connections
OneRedmond Foundation	Retention	Education	Events to perform at
OneRedmond	Expansion	F&B	1,000-1,500 SF affordable retail space
StartUp425	Expansion	F&B	Start-Up permitting and zoning questions
City of Redmond	Retention	F&B	Parking issue with landlord
OneRedmond	Retention	F&B	Zoning issue
City of Redmond	Retention	Finance	Need for specialized office space
City of Redmond	Retention	Retail	Cost of rent issues
City of Redmond	Retention	Retail	Request for help from Fire Dept.
City of Redmond	Retention	Retail	Parking issue with landlord
OneRedmond	Retention	Retail	Affordable housing for staff issue
OneRedmond	Retention	Retail	Parking and homeless visitor issues
OneRedmond Foundation	Retention	Retail	Rent affordability, dislocation issues
OneRedmond	Retention	Tech	New to Redmond, permitting process assistance
OneRedmond	Retention	Tech	Customized workforce training program
OneRedmond	Retention	Tech	Rezoning questions
City of Redmond	Retention	Transportation	EV facility questions



OneRedmond assisted Cloud 9 Foot Spa with real estate site location and permitting support services.

- OneRedmond staff visited over 133 businesses and nonprofits through business walks in the Overlake and Downtown Neighborhoods. During those walks, organizations' top concerns were displacement due to redevelopment tied with limited of affordable relocation options, crime, affordable housing, and cost of doing business. More details below.
  
- The Overlake Business Walk Series occurred between March and May of 2024, with OneRedmond staff visiting 64 organizations. Of these:
  - o 27 were Food and Beverage establishments comprising of a wide variety of cuisines from cultures around the world. At least five of the businesses stated that their establishment was being demo'd and they would need to move. Many were busy and staff could not talk for long and language barriers existed with some establishments.
  - o 9 businesses were Personal Service establishments. Two stated that their business was being demo'd.
  - o 8 businesses were retail establishments. Two stated that their facility was being demo'd and they were looking for new space.
  - o The other businesses included Financial Services, a Grocery Store, two hotels, three medical/dental businesses, and one apartment complex.
  
- The Downtown Business Walk Series was conducted in March, 2024 to alert Downtown Businesses of a Plymouth Housing event to take place in April, to learn how businesses were doing, and field any questions they had about the Plymouth Housing project. 70 businesses were visited. Most expressed appreciation for being visited and being notified, some asked questions and expressed concern or support, and some mentioned their top concern being safety and crime/break-ins recently experienced in downtown or of their establishment. Of these:
  - o 21 businesses were Food and Beverage establishments.
  - o 8 were Financial, Insurance or Real Estate organizations.
  - o 12 were Personal Services establishments.
  - o 11 were Retail Establishments
  - o The others included Professional Services, Medical, Legal, one hotel, one grocery store, apartment complexes, entertainment and educational organizations.

- Hosted monthly industry cluster and specific neighborhood meetings including:
  - o Space Industry Cluster monthly meetings – virtual and in-person.
  - o Educational topics with industry experts including AI, social media strategies, legislature updates, and transportation.
  - o Downtown Business Meeting with Plymouth Housing.
  
- Continued to Work on Displacement and Affordable Commercial Space Strategy Development:
  - o Collaborated with the Planning Department to address the business displacement issues of businesses and non-profits during monthly meetings.
  - o Attended City-led NDC meeting regarding commercial affordability.
  - o Coordinated interviews with commercial/retail real estate brokers to learn about the challenges of locating high quality retail in Redmond.



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

### **Small Business & Entrepreneurship Support – 274 Organizations**

- OneRedmond’s East King County Small Business Development Center Advisor counseled aspiring entrepreneurs within the local small business ecosystem for knowledge base in conjunction with tailored advising and mentoring opportunities.

The three top categories for types of businesses that received services were: Professional/Technical Services, Accommodation and Food Services, and Arts and Entertainment. The top areas of counseling activity included Start Up Assistance, Business Plans, and Managing a Business, followed by Marketing and sales, Financing/Capital and buying/selling a business.

#### **Redmond Entrepreneurs’ Roadmap Workshop Series - 4 workshops in November 2024:**

The Entrepreneurs’ Roadmap workshop series is a modularized small business curriculum delivered in a peer learning format and includes Startup Basics, Small Business Financing, Pricing Strategies, Customer Segmentation and Marketing, Using KPI to Drive Profit, and small business case studies.

**Bellwether Small Business Support Hub Project:** Staff continues to work with our community-based partners that provide small business support, to work toward a unique opportunity to create a regional shared multicultural small business support hub. This would be a physical space where our network of community-based partners can provide a variety of services including technical assistance, training, and resources to help individuals in our communities' launch, sustain, and grow their businesses. It would be a place to provide true economic mobility within our communities and potentially address the systemic challenges that exist through partnerships and the development of innovative, collaborative solutions. Currently this project envisions a small business support hub that includes shared

offices and a digital lab, event space, and Food Business Resource Center. The Food Business Resource Center would include an incubator and a shared-use commercial kitchen that will provide space and support, including affordable access to a licensed commercial kitchen and professional equipment. Our immigrant population often enters our workforce through the food industry, showcasing their culture through their own food business. We see this 360-degree support of these types of new businesses essential to our economy.

### Business Attraction/Recruitment - 18 Inquiries

- Responded to or outreached to 18 business/non-profit attraction inquiries and leads from direct, GSP and City of Redmond sources.
- Support includes:
  - o Running real estate availability searches based on client needs, contacting commercial real estate agents to set up tours of properties, and joining on property tours when applicable. In other scenarios, OneRedmond provides a list of brokers that specialize in the type of property the client is looking for.
  - o Connecting client with City of Redmond staff regarding questions regarding zoning and permitting and assist in working towards a solution to challenges.
  - o Answering additional questions as needed and connecting the client to other individuals and organizations that may provide support or knowledge.
- Attended monthly GSP meetings.

Lead Source	Industry	Requirements
GSP	Battery Charging	Real estate submittal
City of Redmond	Real Estate	Real Estate search support
GSP/Commerce	CleanTech	Real estate submittal
OneRedmond	Real Estate	Real Estate search
OneRedmond	Education/Tech	Real Estate search
GRP/Commerce	Adv Manufacturing	Real Estate search
City of Redmond	Retail	Permit fee support
OneRedmond	F&B	Real Estate search
OneRedmond	Retail	Real Estate search
City of Redmond	F&B	Real Estate search
OneRedmond	Arts	Real Estate search
OneRedmond	Real Estate	Real Estate search
OneRedmond/SBDC	Retail	Real Estate search
OneRedmond	Education/Tech	Real Estate search
OneRedmond	Real Estate	Real Estate search
OneRedmond	Fed. Government	Real Estate search
OneRedmond	Education/Tech	Workforce development education support
OneRedmond	Retail	Real Estate search

### Workforce Development

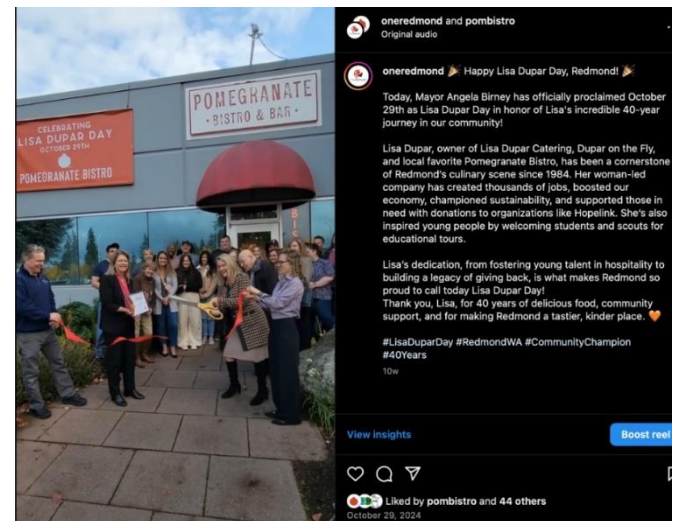
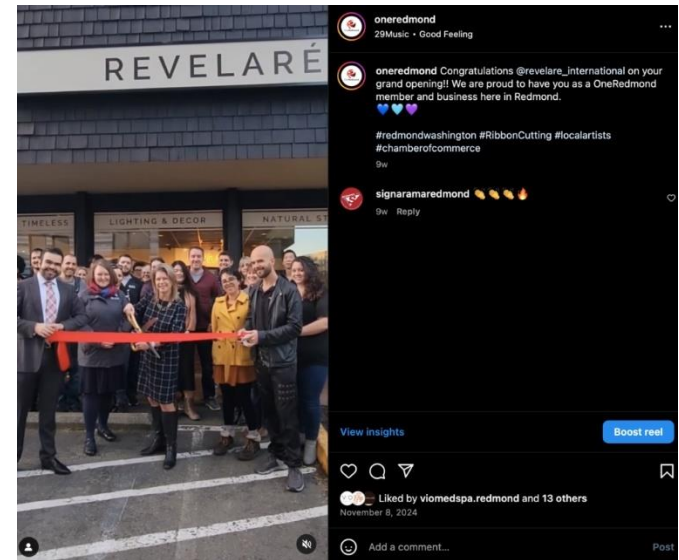
- Connected with LWSD’s Transition Academy Executive Director about workforce development opportunities.
- Continued work to connect Computing for All – Tech Workforce Coalition with local companies. The goal is for Computing for All to create targeted training programs in IT and cybersecurity, along with personalized career coaching and networking opportunities.
- In partnership with local STEAM organizations, beginning concept development of youth arts & sciences workforce development and apprenticeship program.
- Supported recruitment and promotion for the annual Eastside Job Fair.

## Marketing/Promotion of Business/Non-Profit Community – 138 Small Businesses

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

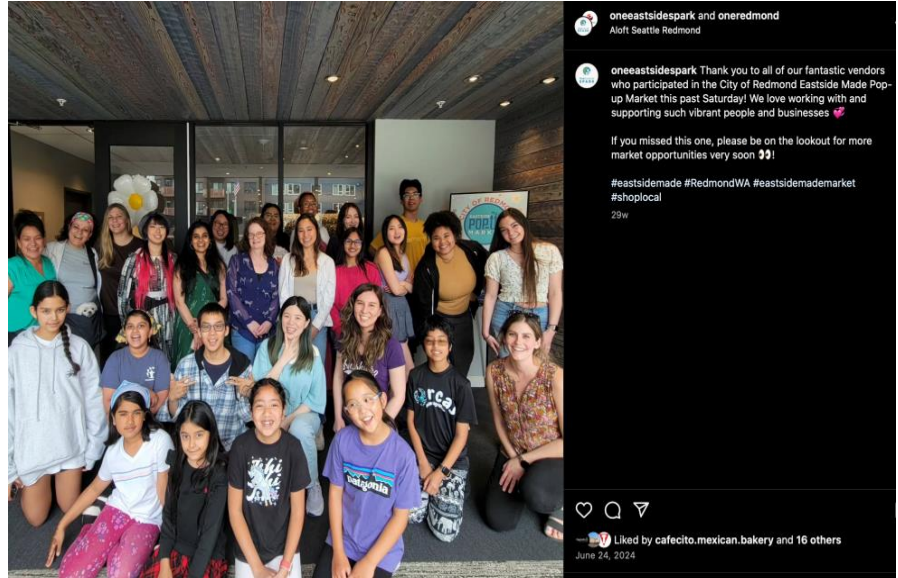
## Other – City of Redmond Community Development Support (not in scope of work)

- Hosted a variety of community events in Redmond including: Eastside Economic Outlook, State of the City, Redmond Wine Walk, and the Rumble in Redmond: Robot Combat, drawing over 1,500 attendees and over 3.74M digital impressions.
- Participated in Marymoor Village development meetings to learn and offer feedback about the plans of developers and City in that area.
- Provided contact lists for organizations located within 5 City areas for their planned public outreach stakeholder events regarding new proposed mixed-use districts and downtown.
- Coordinated introductory meetings with 3+ affordable housing developers with City staff invited to attend.
- Participated in Day Care meetings with expert agencies.
- Participated in Thriving Communities Workshops at invitation of City of Redmond.
- Provided multi-family reports listing median gross rent, asking rates for specific districts.
- Coordinated and Promoted the event Uniquely Entrepreneurial: Space & the Pacific Northwest that took place during Space Week in June of 2024 and the Redmond Senior and Community Center. The event had over 200 attendees. This provided an opportunity to showcase the city and the Redmond Space District.
- Hosting of the Eastside Job Board highlighting that includes job availability by industry sector. Currently over 8,200 jobs are posted.
- Hotel Industry Cluster monthly meetings – virtual and in-person.



- **Out of this World Legislative Field Trip**
  - Coordinated and co-hosted fully guided tours and briefings of the regional space industry highlighting business in our Redmond Space District.
  - This full-day excursion included 26 participants including 6 Washington State legislators, 3 Federal Staffers, 6 Educational Representatives, and 11 partners.
  - A total of 5 companies were visited in Redmond, Kent, and Tukwila including Redmond’s Kymeta and Xplore.
  
- Coordinated with Start-Up 425 on their hosting of two forums in Redmond, and amplified promotion of these events. Events included an investor event in January 2024, and a space-tech event in October 2024. These events were hosted in conjunction with their co-working events.
  
- **Made Local Series:**
  - Funded by a generous grant from the Washington State Microenterprise Association (WSMA), the SPARK Made Local Series, took place during May 28-31, 2024, and was dedicated to supporting makers and creative entrepreneurs. This series hosted 4 webinars that assisted 238 businesses, 86% were women-owned, 19% were LGBTQ+ persons, 9% were entrepreneurs with disabilities, 2% were veterans, and 64% identified as BIPOC. Partners included: Making Local, Global Social Business Partners, and Muslim Community Network Association.
  
- **City of Redmond Small Business Grant Disbursement in 2024:** In January of 2024, funds were disbursed for the Redmond Small Business Resiliency Grant Program to a total of 100 small businesses. Each business was awarded \$5,000. Awardees included of 38 minority-owned businesses, 18 immigrant-owned businesses, and 60 women-owned businesses.

- **Redmond Eastside Made Pop-Up Market**
  - Staff recruited 21 home-based vendors/artisans to participate in the Redmond made Pop-Up Market hosted in conjunction with Move Redmond’s Overlake Streets Festival.
  - 95% of the market vendors were women, minority, or WMBE of which 38% was immigrant-owned. Two vendors featured youth driven enterprises, 62% were from Redmond and the remaining from the 5 other eastside cities.
  - The Pop-up Market attracted over 500 attendees and social media reach was over 19,500 with 825 post engagements.



- **Founder’s Institute Small Business Series Support**
  - Staff assisted Startup 425 staff with the development of 7 modules in their program to create a modified version of the original core curriculum that is tailored for small businesses and non-venture scale startups.
  - Program Elements Included: Recruiting speakers and mentors to present their areas of expertise for the following sessions identified by the current Startup425 Business Advisors: Business planning, Legal & business structures, Small business pitch practice, Business plan review, Small business financing options, Mentor idea review, and Mentor progress review.
  - Staff connected small businesses to funding opportunities that are more appropriate for non-tech businesses.
  - Staff utilized all organizational tools for marketing and graphic design support and outreach for this program.
- Partnered with multi-cultural organizations and community partners during the Sound Transit Grand Opening of the Redmond Technology Station that drew over 11,000 people. Partners included Centro Cultural Mexicano and Microsoft.

