

**TO:** Members of the City Council

**FROM:** Mayor Angela Birney

**DEPARTMENT DIRECTOR CONTACT(S):**

Planning and Community Development	Carol Helland	425-556-2107
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**DEPARTMENT STAFF:**

Planning and Community Development	Sarah Pyle	Manager Community Development and Implementation
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**TITLE:**

OneRedmond Annual Report

**OVERVIEW STATEMENT:**

The purpose of this briefing is to provide the OneRedmond annual report summarizing their contracted work executed in 2020 regarding small business support, talent and new business recruitment, regional collaboration, and Covid-19 response. At the Council meeting on July 20, 2021, Under Special Orders of the Day, the Executive Director of OneRedmond, Kristina Hudson, will provide a recap of work completed to-date in 2021.

☒ **Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

☒ **Receive Information**

☐ **Provide Direction**

☐ **Approve**

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
EV-4, EV-6, EV-8, EV-19, EV-20, and EV-21
- **Required:**  
N/A
- **Council Request:**  
N/A
- **Other Key Facts:**  
N/A

**OUTCOMES:**

OneRedmond is a public-private partnership that supports local businesses and attracts new business investment. They foster an innovative business culture and create community vitality by developing and implementing data-driven strategies that both support the retention and growth of local companies and

bring new businesses to the region. In addition to their traditional role as a partner to the City in economic development, OneRedmond has been providing support to local businesses and partnering with non-profit service providers within the community who have been impacted by COVID-19.

### **COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

Acting as an extension of the City to advance Redmond's objectives for economic vitality, OneRedmond has made it a priority since the beginning of the pandemic to be active in the community and attentive to the needs of small businesses and residents. To do this, they created multiple opportunities for feedback and involvement to best understand where support is needed the most.

- **Outreach Methods and Results:**

- **Small Business Walks:** Over 150 local small businesses have been visited in person to learn about each businesses' thoughts on the impacts of light-rail, redevelopment displacement, and challenges of COVID-19 between spring 2020 and May 2021.
- **Surveys:** OneRedmond has led and supported several surveys over the past 16 months on various topics of small business support from COVID-19 impacts, current business needs, projections, and where gaps exist.
- **Webinars:** In 2020, OneRedmond posted 14 webinars that were attended by approximately 3,500 attendees. (Number of attendees could include overlap – business owners attending more than one.) In addition to topics including CARES Act relief programs, OneRedmond hosted webinars in Spanish and Mandarin.
- **1:1 meetings and calls:**
  - Supporting WA Commerce Department with outreach to Working Washington 4 grant recipients to ensure they provided their follow up information (bank account info, etc) to receive the grant funding;
  - Referrals to tax advising for Employee Retention Credit opportunity;
  - Outreach for SBA funding opportunities including the Restaurant Revitalization Fund; and
  - Responding to inquiries regarding reopening guidelines.

- **Feedback Summary:**

Staff and OneRedmond have worked together to complete frequent outreach efforts in various forms to ensure we best understand the evolving conditions of the economy and the current challenges being faced by Redmond businesses. Extensive growth brings new opportunities for businesses in ways of increased customer traffic and talent. Additionally, it brings new challenges such as displacement, increased lease prices, and lack of commercial space availability. The pandemic has been costly, and lack of staff able or prepared to return to service sector jobs has continued to limit the pace of recovery. Covid-19 required many changes in business models and operations. It will take time to fully understand the financial impacts and how business operations will remain the same, revert or evolve.

### **BUDGET IMPACT:**

**Total Cost:**

The City of Redmond currently has an approved contract in place with OneRedmond through the end of 2022 at a cost of \$125,000.00 annually.

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

**Budget Offer Number:**

000250 - Community and Economic Development

**Budget Priority:**

Vibrant and Connected

Other budget impacts or additional costs: ☐ Yes ☐ No ☒ N/A

*If yes, explain:*

N/A

**Funding source(s):**

General Fund and Port of Seattle Economic Development Partnership Grant

**Budget/Funding Constraints:**

N/A

☐ Additional budget details attached

**COUNCIL REVIEW:**

**Previous Contact(s)**

Date	Meeting	Requested Action

**Proposed Upcoming Contact(s)**

Date	Meeting	Requested Action
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**Time Constraints:**

N/A

**ANTICIPATED RESULT IF NOT APPROVED:**

Staff is not seeking approval at this time. This is an information only presentation.

**ATTACHMENTS:**

Attachment A- OneRedmond Annual Report