



## Legislation Details (With Text)

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10/15/2019	1	City Council	presented	

**MEMO TO:** Members of the City Council

**FROM:** Mayor John Marchione

**SUBJECT:**

Economic Development StoryMap

### **I. RECOMMENDED ACTION**

Presentation for information only.

### **II. DEPARTMENT CONTACTS**

Erika Vandenbrande, Director,	425-556-2457
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<i>Planning and Community Development Department</i>	

### **III. DESCRIPTION/BACKGROUND**

The City of Redmond has developed the first citywide Economic Development StoryMap in the region through a cross-departmental collaboration between Strategic Initiatives, GIS, Communications and Customer Service.

Earlier this year, staff worked with the Port of Seattle, Startup425 and OneRedmond to prepare an application for grant funding through the Economic Development Program offered by the Port of Seattle. The application included an innovative addition to the City's comprehensive marketing and media suite of materials, to enhance

Redmond's economic development efforts. City Council approved acceptance of the grant award at their May 21, 2019 meeting.

The objectives outlined for the Economic Development StoryMap were to develop an innovative and strategic marketing tool to connect with people in an easily digestible and interactive way about all that Redmond has to offer for businesses and talent.

The primary audience of the StoryMap is anticipated to be businesses and talent across all technology sectors. Those presenting the StoryMap and delivering the information will include OneRedmond, Greater Seattle Partners, The Port of Seattle, Innovation Triangle, and City of Redmond staff. Additionally, the tool was designed to be used independently by Redmond website users and incorporates links to additional information and contacts.

#### **A. Analysis**

The StoryMap walks through the main components that companies consider when starting, expanding or relocating their business while telling the story of all that Redmond has to offer, including information about our diverse community and centralized location.

Some of the most important areas impacting retention and recruitment of both businesses and talent in the region are:

- Connectivity and movement of talent
- Housing options for varying phases of life
- Soft infrastructures such as fiber optics and 5G
- Adjacent and new talent pool to draw from
- Access to continuing education and certifications
- Community amenities

The Economic Development StoryMap highlights Redmond's strengths in many of these areas in a quick, innovative and highly visual way.

Redmond's "story" focuses on the desirability of:

- Location
- Transportation and Connectivity
- Redmond Businesses
- Quality of Life
- Community
- Projects Underway

Staff will demonstrate the tool and expand on how it will be used to support current businesses, future businesses, and how it provides for a more inclusive delivery of information about the City.

#### **IV. PREVIOUS DISCUSSIONS HELD**

May 14, 2019 - Committee of the Whole Planning and Public Works

#### **V. IMPACT**

##### **A. Service/Delivery:**

The StoryMap enhances and integrates the marketing materials used by the City and its partners to better represent both Redmond and the region.

**B. Fiscal Note:**

The Port of Seattle grant and associated projects were anticipated as part of the 2019/2020 budget.

**VI. ALTERNATIVES TO STAFF RECOMMENDATION**

N/A

**VII. TIME CONSTRAINTS**

N/A

**VIII. LIST OF ATTACHMENTS**

N/A