



# Office of Economic Development



## *Only in Seattle Initiative*

### **Seattle City Council**

### **Committee on Economic Resiliency and Regional Relations**

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February 24, 2012





## Neighborhood Business Districts

The *Only in Seattle* Initiative is a partnership between OED, Impact Capital, and neighborhood business districts to foster districts that:

- Allow small businesses to grow and flourish, making a positive contribution to the city's economic health;
- Reflect the unique character of the neighborhoods and contribute to their vitality;
- Empower business owners to organize around a common vision and attract investment.



*Columbia City*

**2011:** \$1 million in 18 neighborhoods

**2012:** \$1.1 million in 19 neighborhoods



# Building Blocks for Healthy Districts



*Pioneer Square*

- Business and Retail Development
- Clean and Safe
- Streetscape and Appearance
- Marketing and Promotion
- Organizational Development



# Business and Retail Development

Seattle  
**JOBS  
PLAN**

## 2011 HIGHLIGHTS

- Technical Assistance and Support to Businesses
- Business Attraction Packages
- Business to Business Peer Learning

## IN 2012

- Retail Attraction in Pioneer Square
- Business Mixers and Networking Events
- Customer Service Training



### Small Business Toolkit

Columbia City is a great place to do business, and the Columbia City Business Association is committed to continually enhancing our business district and providing useful services to our 100+ member businesses! Make use of the tools and resources in this toolkit to help your small business thrive.

CCBA members in Columbia City that will entice more people to visit. If you would like your event to appear on the website events calendar, please either create an event on Google calendar with an invitation sent to [info@columbiacityseattle.com](mailto:info@columbiacityseattle.com) or send a message to [info@columbiacityseattle.com](mailto:info@columbiacityseattle.com) describing your event.

#### How the CCBA Website Can Help Your Business



Using social media is a great way to learn what's happening in the neighborhood and to let your customers know about your business. Offering a weekend special? Is a special item in stock? Let your customers know on Twitter and Facebook. Once you follow the CCBA on Twitter (@columbiacitybiz), the CCBA can then help promote your business by re-tweeting your message to our followers.

#### Have a Twitter and/or Facebook account?



#### How Participating in CCBA Promotional Events Can Help Your Business

Columbia City's *BeatWalk* has brought live music and hundreds of attendees to our business district for more than a decade. Held from 7 – 10pm on the first Friday of the month from May to September, *BeatWalk* places all different types of musicians – from Brazilian guitarists, to jazz trios, to rock and funk bands – in businesses throughout the neighborhood. As a participating *BeatWalk* venue, you will have the opportunity to attract new potential customers to your business.

**Business Directory Page** – includes a directory of every business in our neighborhood. Members of the CCBA are given enhanced listings on the website, which include business descriptions, logos, and photographs. If you are an active CCBA member, please send your business description and logo to [info@columbiacityseattle.com](mailto:info@columbiacityseattle.com).

**Business Opportunities Page** – advertises available spaces for sale or lease, businesses that may be for sale, and job opportunities. If you are a CCBA member and would like your business to take advantage of these services, please contact [info@columbiacityseattle.com](mailto:info@columbiacityseattle.com).

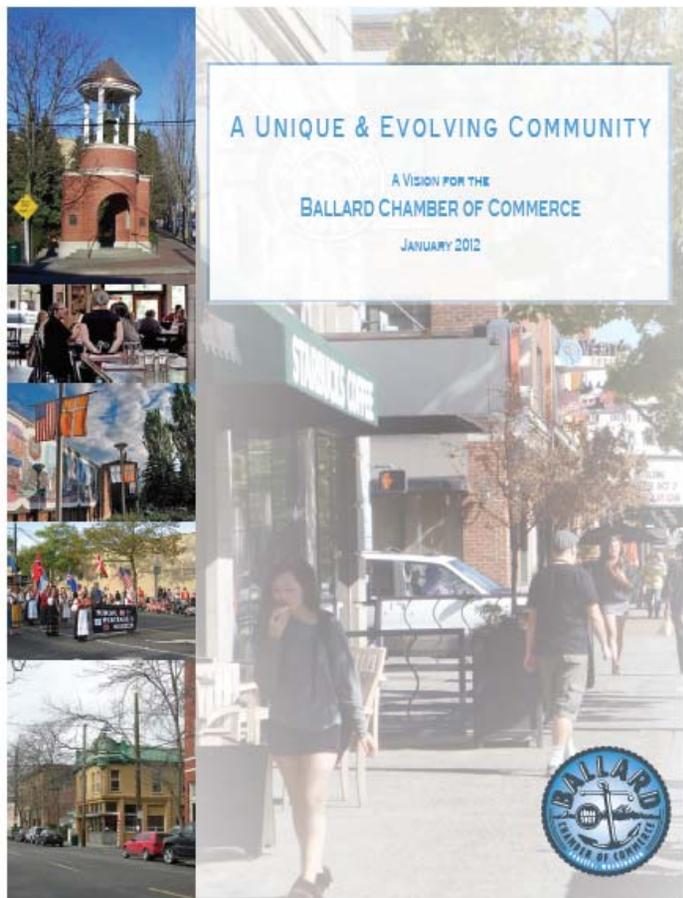
**Events Calendar Page** – promotes positive events by businesses and

For more info on the Columbia City Business Association:  
Email [info@columbiacityseattle.com](mailto:info@columbiacityseattle.com), or CCBA Program Manager Mike Kent at [mikekentccba@gmail.com](mailto:mikekentccba@gmail.com)  
Visit [www.columbiacityseattle.com](http://www.columbiacityseattle.com)  
Attend general membership meetings on the first Tuesday of each month at the Royal Exquire Club (5016 Rainier Avenue South)  
Re-new your CCBA membership. Download the membership form on the CCBA website, or contact Membership Committee Chair Michele Bayle ([michele@winikaywear.com](mailto:michele@winikaywear.com))

Columbia City



# Clean and Safe



A UNIQUE & EVOLVING COMMUNITY

A VISION FOR THE  
BALLARD CHAMBER OF COMMERCE  
JANUARY 2012

## 2011 HIGHLIGHTS

- Extended activities in Little Saigon
- Business District Clean Up Events
- Security Cameras in Chinatown/ International District

## IN 2012

- BIA creation and modification in 6 districts:
  - SODO
  - Belltown
  - Ballard
  - Madison Valley
  - Broadway
  - Pioneer Square

*Ballard*



# Streetscape and Appearance



## 2011 HIGHLIGHTS

- Walking Tours of the Business District
- BeatWalks and ArtWalks
- Wayfinding Signage



## IN 2012

- Business District Walking Maps and Audits
- Seattle Investment Fund Façade Investment Program
  - Columbia City
  - Chinatown/International District & Little Saigon
  - Central Area Main Streets



*Columbia City - Esmay Building*



# Marketing and Promotion



**only in seattle**

**Only in Seattle**  
@OnlySeattleGems FOLLOWS YOU  
Only in Seattle: A collection of Seattle's independently owned and operated retail stores and restaurants.  
Seattle, WA · <http://www.onlyinseattle.org>

Following [dropdown]  
540 TWEETS  
921 FOLLOWING  
635 FOLLOWERS

Only in Seattle Marketing

**PLATE OF NATIONS**

SOUTH ← → NORTH

1 S OTHELLO ST  
2 S OTHELLO ST  
3 S OTHELLO ST  
4 S OTHELLO ST  
5 S OTHELLO ST  
6 S OTHELLO ST  
7 S OTHELLO ST

All Restaurants Accessible by Light Rail & Metro

- Cafe Ibex
- Cajun Crawfish
- Huarachitos
- Joy Palace
- Karama
- Olympic Express
- Q Bakery
- Rainier BBQ
- Thai Palms
- The Original Philly's
- Tony's Bakery
- Venus

MLK/Othello

## 2011 HIGHLIGHTS

- Plate of Nations Event
- *Only in Seattle* Marketing Social Media
- Business District Branding

## IN 2012

- *Only in Seattle* Marketing Fremont and Wallingford



# Organizational Development

Seattle  
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## 2011 HIGHLIGHTS

- SODO Organizational Development Support
- Beacon Hill Technical Assistance

## IN 2012

- University District Livability Partnership
- Organizational Development:
  - SODO Business Association
  - Rainier Beach Merchants Association
  - White Center Chamber of Commerce



## Measurements

- Number of businesses and property owners engaged in their districts
- Street level vacancy rates
- Number of businesses served by trainings and technical assistance
- Public and private dollars invested in the districts as a result of the action plans
- Customers attracted to district through marketing and promotion



*Chinatown/International District*



## Summary

Most successful neighborhood business district revitalization efforts have included:

- One strong, lead agency managing a coordinated effort;
- Unified vision for the business district to drive strategies and actions;
- Organized group of engaged stakeholders; and
- Dedicated staff to sustain and drive the work plan



*Pioneer Square*



# City of Seattle's Office of Economic Development

[www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)

[www.growseattle.com](http://www.growseattle.com)

[www.onlyinseattle.org](http://www.onlyinseattle.org)

[www.seattleinvestmentfund.com](http://www.seattleinvestmentfund.com)

**START**  
your business

**GROW**  
your business

**GREEN**  
your business