



Rainier Valley Community Development Fund

Community Development Program Activity August 31 2013

	# of Loans	\$ Amount
Loans Outstanding - August 31 2013	34	\$ 18,249,995
Loans Outstanding - December 31 2012		\$ 12,013,145
Loans Outstanding - December 31 2011		\$ 10,325,942
Portfolio Composition		
Real Estate Loans Aug 31 2013	12	\$ 15,123,077
Business Loans Aug 31 2013	22	\$ 3,126,918
<i>Committed Loans closing by 12/31/13</i>	3	\$ 1,180,000
PROJECTED YEAR-END 12/31/2013 BALANCE		\$ 19,429,995
2013 Loan Activity		
Real Estate Loans Approved and Closed	2	\$ 5,528,000
Business Loans Approved and Closed	6	\$ 1,449,105
Business Loans Approved, closing by 12/31/13	2	\$ 555,000



Commercial Stability Strategy Othello & Graham Business Corridor Summary of Outreach Activities (As of 31 July 2013)



Vision: To build and sustain strong and vibrant commercial nodes in the Othello and Graham business corridor.

Scope: The goal is to identify and work with 15-30 businesses in the Othello and Graham business district by providing a variety of in-depth technical assistance (TA) and referrals including, but not limited to: marketing, accounting/bookkeeping, business plan writing, financing, and cash flow management.

Partners: We have partnered with various organizations and local businesses in and around the Rainier Valley to help us do outreach to the business community in the Othello and Graham corridor along Martin Luther King Jr. Way South. Some of the organizations and local businesses include, but are not limited to:

- Rainier Valley Community Development Fund (RVCDF)
- Seattle Department of Neighborhoods (DON)
- MLK Business Association (MLKBA)
- Washington C.A.S.H (WACASH)
- Community Capital Development (CCD)
- Homesight
- Rainier Chamber of Commerce
- Northwest Vietnamese News
- Penniless Projects
- Qualified consultants as needed

Strategy: To find businesses interested in receiving technical assistance, a variety of different strategies will need to take place to reach the business community. Technical assistance to be provided is based on the business' needs on a first come first serve basis. There are over 90 businesses within the Othello and Graham business corridor. Some businesses outside of the Othello and Graham business corridor have also requested and have been provided technical assistance.

The current strategies include: ongoing door-to-door outreach, partnering with the MLKBA and Homesight to participate in the outreach to the businesses for the Plate of Nations, partnering with the MLKBA and Homesight to organize various MLKBA Mixers and Walking Tours for the business community and partnering with RVCDF, WACASH, DON, MLKBA and Homesight to organize a series of stand-alone business community workshops (BCW) to be held at the Filipino Community Center.

Door-to-Door Outreach:

Door-to-door outreach is an ongoing effort that allows for a way to personally connect with the businesses and a way to help make businesses aware of the various events and efforts that are happening in the area.

- All businesses within the Othello and Graham business corridor have been visited a minimum of three (3) times.

MLKBA Mixers and Walking Tours:

MLKBA Mixers are an opportunity for the business community to come together to obtain updated information of available business resources to increase customer base and profits and improve business operations. The Walking Tours are an opportunity for the businesses to increase their customer base

and profits. By fiscal year end 2013, there will be four (4) MLKBA Mixers and four (4) Walking Tours. As of July 31st, 2013, there have been two (2) mixers and two (2) walking tours.

- 13 people participated in the Business Community Safety Meeting (MLKBA Mixer #1)
- 18 people participated in the Business Community Workshop Kick-Off (MLKBA Mixer #2)
- 22 people participated in the Othello Walking Tour (Walking Tour #2)

Plate of Nations:

The Plate of Nations is one of the MLKBA’s annual signature events promoting the authentic international cuisine offered by some of the best independently-owned restaurants in the heart of the Rainier Valley. The Plate of Nations launched in 2011 and it has grown by 50% over three years.

- 10 restaurants participated in the Plate of Nations 2013
- More than 2,000 customers participated

Business Community Workshop Series:

The Business Community Workshop (BCW) series is a pilot program for the MLK area targeting established businesses within the Othello and Graham business corridor. Some businesses who attend these workshops are outside of the Othello and Graham business corridor. The intention of the BCW series is to identify businesses interested in receiving in-depth technical assistance, to increase business knowledge and to bring the business community together.

Under the City of Seattle DON’s Public Outreach and Engagement Program, we are utilizing their Public Outreach Engagement Liaisons (POELs), who are expert “bridge-builders” who are part of their respective community’s cultures, fluent in their respective languages, and are bi-cultural and bi-lingual to help us conduct outreach for the BCW series. We have been appointed two (2) Vietnamese POELs and one (1) Somali POEL who help call on the businesses within the Othello and Graham business corridor, translate program marketing materials as well as provide interpretation support at the workshops on an as needed basis.

- 13 people participated in the July 9th BCW
 - 9 out of 13 were businesses
 - 33%-Othello/Graham, 33%-within Rainier Valley, 33%-outside Rainier Valley
- 22 people participated in the July 25th BCW
 - 20 out of 22 were businesses
 - 25%-Othello/Graham, 55%-within Rainier Valley, 20%-outside of Rainier Valley

Technical Assistance Provided: Technical assistance is provided based on the business’ current need at that time and varies from short-term to long-term needs. For example: some businesses may only need assistance to gain access to resources for a specific problem while others may need help with preparing documents needed for a loan application.

- 16 businesses required TA in areas ranging from financing to marketing to business planning.

Timeline: Conducting outreach to the businesses is an ongoing effort and will evolve as the program moves forward. The timelines for the current strategies are as follows:

- **January 2013 - ongoing** : Door-to-door outreach
- **March 24 to April 6, 2013; First or Second quarter, 2014**: Plate of Nations (MLKBA event)
- **June 5, 2013**: Business Community Safety Meeting (MLKBA mixer)
- **June 25, 2013**: BCW series kick-off (MLKBA mixer)
- **July 20, 2013**: Othello Walking Tour (MLKBA Walking Tour #2)
- **July to September, 2013; with possibility of running this series again in 2014, TBD**: Business Community Workshop series (partners – WACASH, RVCDF, DON, MLKBA, Homesight):
 - **Tuesday, July 9th** – Developing a Business Intelligence System
 - **Thursday, July 25th** – How to Create New Revenue Streams for Your Business
 - **Tuesday, August 6th** – How to Find 100 New Customers
 - **Thursday, August 22nd** – Social Media Marketing
 - **Tuesday, September 10th** – Developing Cross-Cultural Customer Service
 - **Thursday, September 26th** – How to Create and Maintain a Great Customer Communications System
- **October, 2013**: BCW Grand Finale Event (MLKBA mixer)
- **November, 2013**: End of Year Highlights (MLKBA mixer)

Other Outreach Activities:

- **February-April, 2013** – partnered with Homesight, the Rainier Chamber of Commerce, the DON, and Adopt-a-Street to participate in organizing the annual Bridge-to-Beach Makeover event (21 April), a Valley wide event to help beautify and clean up the Rainier Valley.
- **March, 2013** – partnered with the Seattle Department of Transportation (SDOT) to conduct door-to-door outreach to businesses in the Othello area to inform businesses about the restricted parking zone (RPZ) program for the Othello area (Zone 30). SDOT needed to collect information on how the program was working for the business community.
- **May/June, 2013** – partnered with the Othello Station Community Advisory Team (OSCAT) to conduct door-to-door outreach to businesses in the Othello and Graham corridor along MLK to inform businesses of the June 7th OSCAT meeting.