

COMMISSION AGENDA

Item No: 4A

Meeting: 10/19/17

DATE: October 3, 2017

TO: Port Commission

FROM: John Wolfe, Chief Executive Officer

Sponsor: Tong Zhu, NWSA Chief Strategy Officer & Chief Commercial Officer

Presenters: Joe Ritzman, Board Co-Chair, TDA & VP Business Dev., SSA Intl
Samantha Paxton, Sr. Manager, Global Engagement, TDA

SUBJECT: Trade Development Alliance (TDA) Annual Update

A. BRIEFING

This presentation is intended to provide the Commission with an update on the Trade Development Alliance. No action is requested of the Commission at this time.

B. BACKGROUND

The Trade Development Alliance of Greater Seattle (TDA) was established in 1991 as a unifying voice for the Puget Sound region, with a common vision of promoting the area internationally and building international business opportunities for the region. Partner organizations include Snohomish County, King County, Pierce County, the ports of Everett, Seattle and Tacoma, the cities of Everett, Bellevue, Seattle and Tacoma, as well as the Seattle Metropolitan Chamber of Commerce and organized labor.

The mission and focus of TDA is to 1) promote the Greater Seattle region in international markets, 2) connect the region—its businesses and organizations—to those markets, 3) bring the region together to be more successful internationally, and 4) educate our region on the importance of international business broadly defined. To this end, TDA enhances the identity of Greater Seattle in the global marketplace by convening regional stakeholders, executing outbound missions, hosting inbound delegations, producing marketing publications, organizing educational programming and other activities.

The Port's Local Economic Development Policy authorizes the Port to enter into contracts between the Port and federally-registered non-profit organizations, such as TDA, that seek to promote Washington State-based international trade or business retention and recruitment efforts in Pierce County.

The Port of Tacoma, which joined the partnership in 2002, along with Pierce County (2004) and the City of Tacoma (2008) are unique and vital partners in TDA's efforts to grow Greater Seattle's prosperity and international business profile. TDA enhances the Port's international effort. Each year TDA meets with the Port, City and County to identify priorities pertaining to their respective international business and trade objectives. TDA then develops initiatives and activities that augment and support those objectives, and incorporates those activities into its annual work plan.

These activities include:

- Creating promotional materials, promoting the port, city and county at meetings with potential overseas investors and business partners
- Promoting Pierce County on overseas missions
- Jointly creating educational programming in the south sound region
- Highlighting and bringing international business delegations to Pierce County
- Supporting all efforts that tie into the initiatives of international business attraction to Pierce County and the region at large

Regional Economic Development Office (REDO)

TDA continues to actively engage in a regional strategic planning exercise, focusing on how Greater Seattle can collaborate more closely to best compete in today's economy. Multiple meetings have been convened since early 2017 and throughout the summer where a group of principals (primarily composed of TDA funding partners) met to discuss the REDO idea. On August 3rd the group voted upon the following steps for continuing the conversation of establishing the REDO:

- Seek commitment to lead the effort to propel the region forward and develop a world-class Economic Development Organization
- Officially "stand up" the Regional Organization
- Hire a world-class leader
- Fundraising
- Assemble a Board
- Develop a Strategic Plan

The TDA board met on September 21st at which time the REDO was discussed. The outcome of the discussion was that the board and organization would continue to support the ongoing efforts of establishing a REDO. Also proposed at this meeting, Port of Tacoma Commissioner Clare Petrich and Port of Seattle Commissioner Stephanie Bowman requested to convene a subcommittee of the TDA board to discuss other options of how to expand TDA's scope of work outside of the REDO proposal. As of today, the scope and focus of TDA remains unchanged. Ongoing updates for the overall REDO discussion will be the norm as the conversation continues into 2018.

C. NEXT STEPS

Commission will hold a study session on the staff-proposed 2018 Port of Tacoma budget on November 2. This budget will include a proposal for continued funding of the TDA at the current budget level. Commission will consider adoption of the Port of Tacoma budget on November 14.