

GREATER SEATTLE

P A R T N E R S



INTRODUCTION

WHY THE PUGET SOUND REGION...



U.S. REGIONAL EDO'S



GREATER SACRAMENTO
ECONOMIC COUNCIL



SAN JOSE



Greater Phoenix
ECONOMIC COUNCIL



CHICAGO REGIONAL
GROWTH CORPORATION



NYCEDC



INTERNATIONAL REGIONS



I amsterdam



PARIS&CO



LONDON
& PARTNERS



GREATER SEATTLE
PARTNERS

YOU MAKE THINGS



GREATER SEATTLE
P A R T N E R S

#1 FASTEST-GROWING BIG CITY IN THE U.S. FOR THIS DECADE

SOURCE: U.S. CENSUS BUREAU (2018)

#1 BEST POSITIONED FOR LONG-TERM SUCCESS AND SHORT-TERM MOMENTUM

SOURCE: WORLD ECONOMIC FORUM (2018)

#2 BEST CITY FOR TECH TALENT IN THE U.S.

SOURCE: CBRE RESEARCH (2018)

#3 BEST PLACE FOR BUSINESS AND CAREER

SOURCE: FORBES (2018)

#4 U.S. PUBLIC UNIVERSITIES (UNIVERSITY OF WASHINGTON)

SOURCES: CENTER FOR WORLD UNIVERSITY RANKINGS (2018)

#5 TOP NORTH AMERICAN CITY FOR CORPORATE INNOVATION

SOURCE: INNOVATION LEADER MAGAZINE, 2017

BEST
POSITIONED FOR
LONG - TERM
SUCCESS
+
SHORT - TERM
MOMENTUM



Seattle

The Pacific Northwest's largest city has been a bright spot in the U.S. economy. Significant demand from growing tech companies – Amazon in particular – is continuing to boost economic momentum.



Singapore

Already an established world city and financial center, Singapore also registered the greatest improvement in Short-Term Momentum of any market over the past year. Singapore is projected to record the largest rental growth of any major office market globally in 2018.

GDP DATA

(RELEASED BY U.S. BUREAU OF ECONOMIC ANALYSIS, SEPTEMBER 2018)

Gross Metropolitan Product

THE SEATTLE METRO AREA IS THE 11TH LARGEST ECONOMY
IN THE COUNTRY

2017 REAL GDP GROWTH RANKS THIRD AMONG LARGE METROS

LAST YEAR WAS THE REGION'S BEST PERFORMANCE SINCE 2007

GREW ABOUT 2.5X FASTER THAN THE U.S.

AT \$80,833 THIS MSA NOW HAS THE THIRD HIGHEST REAL GDP PER CAPITA
BEHIND SILICON VALLEY AND SAN FRANCISCO

31

60

MEMPHIS REGION



GREATER SEATTLE
PARTNERS





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P A R T N E R S

GROWTH

HAS NOT BEEN

DISTRIBUTED EVENLY

THROUGHOUT THE REGION

ACTIVITIES TO DATE



DISSOLVED THE TDA & EDC



CREATED A NEW DOMAIN



ESTABLISHED SOCIAL MEDIA CHANNELS



EXECUTED OPERATING AGREEMENT WITH THE CHAMBER THROUGH END OF YEAR



HIRED A COO



HIRED A FIRM FOR ED STRATEGY



CONDUCTING A LISTENING TOUR OF THE REGION: 137 PEOPLE



HIRED A CONTRACT COMPTROLLER/ACCOUNTANT

2018 TRADE MISSIONS & TRADE SHOWS

☒ SELECTUSA

JUNE 20-22

☒ FARNBOROUGH

JULY 16-22

☒ HONG KONG & SHENZHEN

SEPTEMBER 17- 21

☒ LONDON

OCTOBER 9-15

☐ SHANGHAI

NOVEMBER 3-9

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P A R T N E R S

GREATER SEATTLE PARTNERS GOVERNANCE



2019 WORK PLAN - (PENDING)

ORGANIZATIONAL DEVELOPMENT	BUSINESS ATTRACTION	GLOBAL ENGAGEMENT	MARKETING	RESEARCH & INTELLIGENCE
STRATEGIC PLAN	MIPIM (MARCH 2019) SelectUSA (JUNE 2019)	ILM: DUBLIN, IRELAND (MAY 2019)	WEBSITE DEVELOPMENT	REGIONAL ECONOMIST
CAPITAL CAMPAIGN	PARIS AIRSHOW (JUNE 2019)	INBOUND INTERNATIONAL VISITORS	SOCIAL MEDIA	LEAD & PROSPECT GENERATING TOOLS
MARKETING STRATEGY	ISRAEL & UAE CLEAN TECH BUSINESS DEVELOPMENT MISSION (NOVEMBER 2019) ADD'L. BUSINESS DEVELOPMENT MISSIONS KEY METRICS	EXPORT PROMOTION KEY METRICS	MARKETING KEY METRICS	KEY METRICS



STRATEGIC PLAN

STRATEGIC PLAN/ACTION PLAN

LOCATION COMPETITIVENESS

Economic base review, on-location examination, competitive assessment (including talent and incentives), regional organizational review (Nov - Jan)

INDUSTRY AND OPPORTUNITY TARGETING

Industry analysis and screening, target industry/opportunity prioritization, value proposition (Dec - Feb)

STRATEGY AND ROADMAP DEVELOPMENT

Domestic and international attraction, FDI/trade alignment, location capacity, action plan development (April 2019)

NEXT STEPS

Stakeholder and economic development partner meetings, physical tour and location factor examinations, and employer interviews

2019 WORK PLAN - KEY METRICS (PENDING)

- Qualified business & investment leads and prospects generated
- Jobs created & wage rates
- # of trade shows attended in target industries
- # of inbound trade delegations supported
- Increase in Foreign Direct Investment in target industries
- ROI for Lead Generation Tools
- Regional wins by location (cities & counties)
- Investment in personal & real property
- # of trade missions attended
- % increase in exports in target industries
- Website, Social Media & Marketing metrics to measure effectiveness of marketing engagement activities
- Target industry marketing collateral for print website

2018 - TRANSITION

2019 - START-UP



QUESTIONS/COMMENTS?