

# EDB BOARD MEETING PACKET

## April 23, 2021

**BOARD OF DIRECTORS MEETING AGENDA**

12:00noon – 1:30pm, Friday, April 23, 2021

Location: VIA ZOOM

1. **Call to order** – Herb Simon, Chair

2. **CONSENT AGENDA (ACTION)**

- a) Approval of minutes of 3/18/21
- b) Financial report
- c) CEO Report
- d) Staff Reports



3. **Welcome New Board Members** – Herb Simon

4. **EDB Capital Campaign update** – Bruce Kendall, Craig Glogowski

5. **DISCUSSION TOPIC: Pierce County Real Estate and Construction Trends** – Sarah Bonds, VP Recruitment, EDB; Jeff Lyon, Chairman, Kidder Mathews; Doug Orth, Operations Director, Absher Construction

6. **DISCUSSION TOPIC: EDB/Startup253/S2S PR Launch Tech Partnership** – Jacqueline Moffo, VP Business Development, EDB; Lee Reeves, Co-Founder Startup253, Eric Schudiske, Founder and CEO s2s Public Relations

7. **DISCUSSION TOPIC: COVID Recovery and Getting Back to Phase 3** – Bruce Dammeier, Pierce County Executive; Victoria Woodards, Tacoma Mayor; Tom Pierson, CEO, Tacoma-Pierce County Chamber of Commerce.

8. **Calendar:**

- **3<sup>RD</sup> Quarter Board Meeting**, 12noon-1:30pm, Friday, September 24, 2021
- **Board Mini-Retreat**, 2:00pm-5:30pm, Wednesday, October 20, 2021
- **Annual Meeting**, 4:30pm-7:30pm, Wednesday, November 17, 2021 (rescheduled from March)
- **4<sup>TH</sup> Quarter Board Meeting**, 12noon-1:30pm, Friday, November 19, 2021

9. **Other business** – Herb Simon



950 Pacific Avenue, Suite 410  
Tacoma, WA 98402

253.383.4726  
edbTacomaPierce.org

**Board of Directors Special Meeting Minutes**  
**9:00 a.m. – 10:00 a.m., Thursday, March 18, 2021**  
**VIA ZOOM**

<b>Board Members Present:</b>	<b>Others Present:</b>	<b>Staff Present:</b>	<b>Board Members Absent:</b>	<b>Emeriti Absent:</b>
Allan Belton Andrew Fry  Brian Marlow Don Clark Don Meyer  Erik Hynes Greg Biersack Greg Unruh Herb Simon (Chair) Hyun Kim Jackie Flowers Jeff Lyon John Caulfield Lisa Goodman Mark Sturgis  Patty Rose Scott Jones Steve Sugg Sue Dreier Troy Goodman	Bev Losey Marty Campbell Betty Capestany Dave Zeeck Jean Borst Craig Glogowski, NCDS	Bruce Kendall Deborah Kelly Maddie Merton Sarah Bonds Jacqueline Moffo	Deana Parker Elizabeth Pauli Eric Johnson Joyce Loveday Katie Condit Mary Ragsdale Matt Perry Sean O'Brien Tom Pierson Victoria Woodards	John Arbini Bill Gaines Peter Rasmussen Ronald Thompson

- 1) Chair Herb Simon called the meeting to order at 9:03 a.m.
- 2) Chair Simon called for the approval of the Consent Agenda. Consent Agenda was approved.

- 3) Simon moved the conversation to Hyun Kim and Lisa Goodman for discussion on the Board Nominations Committee recommendations. He thanked Kim and Goodman and the rest of the committee members for their excellent work. Kim and Goodman brought the individual nominees forward for consideration. They asked Bruce Kendall for a breakdown of the process that brought us here and the individual bios of the individuals up for nomination. Kendall noted that there are 13 seats open between private, public, and NGO seats, with 12 nominees. Underrepresented groups make up 45% of the nominations; an improvement from the 9% from these groups currently represented on our board today. Adding these new nominees would bring a board closer to its goal of having a board that represents the community, but more work needs to be done. Kendall also noted that the committee brought forth insights about this being a “male-dominated” board with 65% of the board being male, with this being an area identified for further progress.
- 4) Simon asked Kendall to begin the discussion of nominees with Ballot #1, nominated Private Sector Board Members. Nominees for the Private Sector Nominees were approved by the Board at 9:19 am. **(See page 4 for a complete list of new board members)**
- 5) Kendall brought forward Ballot #2, nominated Small Business Board Members. Nominees for the Small Business Board Members were approved by the Board at 9:23 am.
- 6) Kendall brought forward Ballot #3, nominated Non-Government Organization (NGO). The nominee for the NGO Board Member position was approved by the Board at 9:27 am.
- 7) Kendall brought forward Ballot #4, nominated Public Sector Board Members. The nominee for the Public Sector Board Member was approved by the Board at 9:31 am.
- 8) Simon discussed the creation individual task forces to accomplish the Board Development Committee’s “other recommendations”. Simon advised the Board that they will be called on to join these committees to help provide guidance and get this work done.
- 9) Craig Glogowski, NCDS, provided an update on the EDB Capital Campaign. Glogowski shared that \$4.9MM has been raised so far. The official close-out date for the campaign is March 31<sup>st</sup>; however, a month or so of clean up will be necessary to secure some outstanding verbal pledges that need to become written commitments.

- 10) Simon thanked Troy Goodman for his work as a member of the Board of Directors and being a past Chair of the Board and the Executive Committee. Kendall echoed thanks for the time and dedication Troy has shown the EDB as he leaves the board.
- 11) Marlow thanked Lisa Goodman for her amazing work on the Board Development Committee and the Nominations Committee.
- 12) Kendall thanked Sue Dreier for her service as an EDB Board member and for her service and dedication to Pierce Transit. Dreier thanked the EDB for the kind words and shared that she will continue to be an advocate for transportation and economic development even in retirement.
- 13) Simon adjourned the meeting at 9:48 a.m.

## EDB BOARD OF DIRECTORS

New Board Members

Elected March 18, 2021

Alphabetical Order by First Name:

1. Bett Lucas, Seaport Sound Terminal <https://www.linkedin.com/in/bett-lucas-9541313/>
2. Billy Hobson, Brown & Brown <https://www.linkedin.com/in/billy-hobson-arm-58467348/>
3. Chris Tubig, Tacoma Arts Live <https://www.linkedin.com/in/tubig/>
4. David Huang, SeaTac Packaging <https://www.linkedin.com/in/dhuang/>
5. David Moore Devine, Columbia Bank <https://www.linkedin.com/in/david-moore-devine-73487a190/>
6. Doug Oberst, BCRA <https://www.linkedin.com/in/douglas-oberst-b2034a1a/>
7. Jim Beatty, MultiCare <https://www.linkedin.com/in/jim-beatty-650b45b/>
8. Lori Forte Harnick, Goodwill Olympics & Rainier Region  
<https://www.linkedin.com/in/loriharnick/>
9. Markiss Cooper, iHaul <https://www.linkedin.com/in/markiss-a-cooper-54790628/>
10. Marty Campbell, Pierce County Council  
<https://www.piercecountywa.gov/1395/Marty-Campbell-District-5>
11. Mihira "Mike" de Alwis, Bourbon Street Creole Kitchen  
<https://www.bourbonstreetpuyallup.com/>
12. Shelly Andrew, Gordon Thomas Honeywell <https://gth-law.com/attorney/shelly-m-andrew/>

ONWARD! Recent Pledges Received as of: 3/31/21

January 2021 Total Receipts

Burkhart Dental	\$	2,500
CalPortland	\$	2,500
Catalyst Workplace Activation	\$	4,000
Kidder Mathews	\$	2,500
Puget Sound Energy	\$	15,000
	\$	<u>26,500</u>

February 2021 Total Receipts

Brown & Brown	\$	1,000
Korum Automotive Group	\$	4,000
Milgard Manufacturing	\$	25,000
MultiCare Health Systems	\$	30,000
Seaport Sound Terminal	\$	10,000
Wilson Albers	\$	1,000
	\$	<u>71,000</u>

March 2021 Total Receipts

Coordinate Care	\$	10,000
Harborstone Credit Union	\$	3,500
Korsmo Construction	\$	4,500
Ledger Square Law	\$	1,000
MacMillan-Piper	\$	2,000
Panattoni	\$	5,000
Premier Media	\$	1,000
Propel Insurance	\$	6,000
Sound Credit Union	\$	3,000
Washington Federal	\$	5,000
WestRock	\$	5,000
	\$	<u>46,000</u>

Grand Total ONWARD! Receipts History to Date

\$ 143,500

**Economic Development Board for Tacoma-Pierce County  
Certificate of Deposit Information  
as of 3/31/21**

**DRAFT**

OPERATIONS RESERVE						
GL Acct	EDB ACCT#	BANK	AMOUNT	TERM	APY	MATURES
1042	1019	Columbia Bank	\$ 242,250			
1017	2566	Wells Fargo	\$ 248,267	open	0.01%	high yield savings
			\$ 490,517			

PUBLIC FUNDS						
GL Acct	EDB ACCT#	BANK	AMOUNT	TERM	APY	MATURES
1038	4585	Heritage Bank	\$ 206,981	3-month	0.10%	04/24/21
1015	0201	US Bank	\$ 256,264	open	0.10%	high yield savings
			\$ 463,245			

FUNDRAISING RESERVE						
GL Acct	EDB ACCT#	BANK	AMOUNT	TERM	APY	MATURES
1007	0497	Harborstone Credit Union	\$ 208,354	open	0.30%	Business Money Market
1039	6053	Sound Credit Union	\$ 154,771	3-month	0.25%	05/08/21
			\$ 363,125			

DAILY OPERATING ACCOUNTS						
GL Acct	EDB ACCT#	BANK	AMOUNT	TERM	APY	MATURES
1005	3974	Key Bank (NEW Checking - AP)	\$ 71,901	open		Business Rewards Checking
1006	4255	Key Bank (Funds AP) - CEF	\$ 571,603	open	0.01%	Money Market
1009	6404	Columbia Bank (Funds Payroll)	\$ 150,472	open		Basic Business Checking
1010	1363	Key Bank (Checking - AP)	\$ 3,850	open		Business Rewards Checking
1020	n/a	Paypal (event registrations)	\$ -	open		
1019	n/a	Petty Cash	\$ 195			
			\$ 798,021			

**TOTAL \$ 2,114,908**

**Operations Reserve:**

The EDB Exec Committee established the policy of targeting 50% of the annual budget in the Operations Reserve.

**Public Funds:**

The EDB holds public funds separate from private funds to ensure easy tracking of how public funds are spent.

These funds are spent on payroll and not for client entertainment, legal expenses, etc.

These funds are deposited directly to the Columbia Bank account #1009 (under Daily Operating Accounts) to fund current payroll.

**Fundraising Reserve:**

These are funds set aside to cover future fundraising expenses which occur once every five years.

**Daily Operating Accounts**

New Key Bank Account #3974 is used to pay for operating bills. Account was opened due to check fraud occurring in Key Bank account #1363.

Key Bank account #4255 is for Complete Everyday Forever private funds collected in current and future years.

Key Bank account #1363 is no longer in use. Once fraud claim is complete, account will be closed.

See note above on Columbia bank account #6404. Account #6404 is used for Payroll purposes.

Petty cash GL account #1019 is kept at an approximate \$200 balance and is reconciled monthly.



**ECONOMIC DEVELOPMENT BOARD FOR TACOMA-PIERCE COUNTY**  
**INCOME STATEMENT BUDGET vs. ACTUAL**  
**For the Month Ended March 31, 2021**

**DRAFT**

REVENUE ESTIMATES	2021 Annual Budget	Budget to Date	Actual to Date	Variance
1 Private Sector	490,000	163,750	143,500	-20,250
2 Public Sector	490,000	137,375	155,239	17,864
3 Adver & PR (in-kind private)	0	0	0	0
4 Econ. Dev. Corp. of Pierce County (EDCPC)	14,000	3,000	0	-3,000
5 Events	0	0	0	0
6 Interest Income	2,000	167	210	43
7 Annual Meeting	120,000	0	0	0
8 Foundation Revenue	50,000	0	0	0
9 Miscellaneous Revenue	1,000	1,000	0	-1,000
10 COVID-related Revenue	7,500	7,500	20,000	12,500
<b>TOTAL</b>	<b>1,174,500</b>	<b>312,792</b>	<b>318,949</b>	<b>6,157</b>
<b>EXPENSE ESTIMATES</b>				
10 Salaries & Other Comp	650,000	162,500	153,685	-8,815
11 Taxes & Benefits	149,500	37,375	35,229	-2,146
12 Facilities	58,000	14,500	13,578	-922
13 Depreciation - Capital Equip't & Furniture	12,000	3,000	3,095	95
14 Business Insurance	9,000	0	356	356
15 State & Local Taxes	13,000	4,580	3,942	-638
16 Furniture, Equipment & Software	12,000	3,000	7,598	4,598
17 Telephone, Fax & Internet	14,000	3,500	3,699	199
18 Web-Site & Computer Maintenance	25,000	6,250	3,450	-2,800
19 Office Supplies	6,000	1,500	1,951	451
20 Postage	1,000	235	55	-180
21 Printing & Production	10,000	2,500	5,789	3,289
22 Travel & Subsistence	10,000	2,500	75	-2,425
23 Meetings & Conferences	10,000	2,500	327	-2,172
24 Annual Meeting	40,000	0	249	249
26 Training & Seminars	5,000	5,000	8,000	3,000
27 Professional Services - administration	32,000	17,275	19,339	2,064
28 Legal Services	4,000	1,000	0	-1,000
29 Cluster Team Professional Services	15,000	3,750	9,846	6,096
30 Cluster Team Research & Development	15,000	3,750	1,013	-2,738
31 Dues & Subscriptions	15,000	3,755	2,266	-1,489
32 Advertising & Client Services (cash)	10,000	6,000	7,568	1,568
33 Advertising & PR (in-kind)	0	0	0	0
34 Ramp	12,500	3,125	3,125	0
35 Research	50,000	12,500	10,441	-2,059
36 Miscellaneous	10,000	2,500	127	-2,373
<b>TOTAL</b>	<b>1,188,000</b>	<b>302,595</b>	<b>294,802</b>	<b>-7,793</b>
<b>NET</b>	<b>-13,500</b>	<b>10,197</b>	<b>24,147</b>	<b>13,950</b>

**Fundraising Campaign - Separate Budget**

	2021 Annual Budget	Actual Life to Date
37 Campaign Expenses	33,750	11,250

Note: Budgeted revenue amounts were done on accrual basis and the Actual Revenue amounts are reported on a cash basis.

Economic Development Board  
Balance Sheet  
March 31, 2021

-9-

ASSETS

CURRENT ASSETS

Cash	\$ 1,510,906.44
Certificates of Deposit	604,001.95
Government & Other Receivables	<u>151,891.37</u>

TOTAL CURRENT ASSETS	2,266,799.76
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PROPERTY AND EQUIPMENT

Furniture and Equipment	88,597.73
Accumulated Depreciation	<u>(40,029.65)</u>

TOTAL PROPERTY & EQUIPMENT	48,568.08
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OTHER ASSETS

Pledges Receivable	1,701,000.00
Prepaid Expense	14,839.27
Bank Statement Suspense	<u>16,793.21</u>

TOTAL OTHER ASSETS	<u>1,732,632.48</u>
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TOTAL ASSETS	<u><u>\$ 4,048,000.32</u></u>
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LIABILITIES AND CAPITAL

CURRENT LIABILITIES

Accounts Payable	\$ 39,536.32
Accrued Vacation	50,397.12
Board Mbr Lunch Pymnts	0.00
Payroll & Business Taxes	2,526.13
Unearned Revenue	<u>210.12</u>

TOTAL CURRENT LIABILITIES	92,669.69
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LONG-TERM LIABILITIES

TOTAL LONG-TERM LIABILITIES	<u>0.00</u>
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TOTAL LIABILITIES	92,669.69
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CAPITAL

Net Assets Unrestricted	2,258,797.75
Net Assets Temp Restricted	7,500.00
Net Income (Loss)	<u>1,689,032.88</u>

TOTAL CAPITAL	<u>3,955,330.63</u>
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TOTAL LIABILITIES & CAPITAL	<u><u>\$ 4,048,000.32</u></u>
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**Economic Development Board for Tacoma-Pierce County**  
**Statement of Cash Flows**  
**For the Month Ended March 31, 2021**

**DRAFT**

Cash Flows from Operating Activities

Cash Inflows:

Income-Private Pledges	143,500	
Income-Public Pledges	155,239	
Income-EDCPC	-	
Income-Other	20,000	
Income-Annual Meeting	-	
Interest Income	210	
Cash inflows from operating activities	<u>318,949</u>	318,949


Cash Outflows:

Salaries & Other Comp	153,685	
Taxes & Benefits	35,229	
Facilities	13,578	
Business Insurance	356	
State & Local Taxes	3,942	
Furniture, Equipment & Software	7,598	
Telephone, Fax & Internet	3,699	
Web-Site & Computer Maintenance	3,450	
Office Supplies	1,951	
Postage	55	
Printing & Production	5,789	
Travel & Subsistence	75	
Meetings & Conferences	327	
Annual Meeting	249	
Training & Seminars	8,000	
Professional Services - administration	19,339	
Professional Services - operations	-	
Research	10,441	
Cluster Team Professional Services	9,846	
Cluster Research & Development	1,013	
Dues & Subscriptions	2,266	
Advertising & PR (cash)	7,568	
RAMP	3,125	
Miscellaneous	127	
Fundraising Campaign	11,250	
Change in balance sheet accounts	(1,555)	
Feasibility study	-	
Other	-	
Cash outflows for operating activities	<u>301,402</u>	301,402

Net Cash provided by operating activities 17,547

Net Increase (Decrease) in Cash 17,547

Cash and CD's, December 31, 2020	<u>2,097,361</u>
Cash and CD's, March 31, 2021	<u><u>2,114,908</u></u>

TO: EDB Board of Directors  
FROM: Bruce Kendall, CEO   
DATE: April 21, 2021  
RE: CEO Report for EDB Board meeting 4/23/21

### **Jobs and businesses at stake in Tacoma Tideflats (and beyond)**

The Subarea Planning process for the Tideflats is expected to take a couple more years. Meanwhile, the Planning Commission majority and some members of the City Council are trying to push through controversial regulations under the guise of Non-Interim Regulations. This is a shortcut of the Subarea Planning process and will have catastrophic impacts on many Tideflats businesses. If this goes through, Tacoma and the South Sound will lose thousands of high paying jobs directly and thousands more when multiplier effects are considered. This is everyone's problem regardless of what industry you are in. Most alarming are the draft Non-Interim Regulation's heavy reliance on Conditional Use Permitting (CUP) which creates regulatory uncertainty to the point where businesses will simply stop investing here. Board members are strongly urged to ask the City Council to slow down, be deliberate and avoid any unintended consequences. For more information and steps showing how you can take action go to the website of the Manufacturing Industrial Council (MIC):

[www.micsouthsound.com/noninterimregulations](http://www.micsouthsound.com/noninterimregulations)

### **Back to Phase 2 – We power through together**

The Governor's decision to move Pierce County back to Phase 2 of the Healthy Washington Roadmap to Recovery program has deep impacts on employers and workers, especially our small retail, restaurant and hospitality businesses. The EDB is working closely with the Tacoma-Pierce County Chamber, Pierce County, the City of Tacoma, other cities, the Port of Tacoma and numerous other partners to spread the word to "Mask Up, Get Vaccinated, Social Distance, and Save a Business". Every EDB board member has a role to play in getting the word out to your peers, employees, customers, vendors, and neighbors.

### **Helping business respond and recover**

The EDB staff and our partners continue to do whatever it takes to help our businesses survive and move through recovery. Check out the always-updated EDB website for the

latest resources and activities: [www.cdbtacomapiercc.org/covid-19/](http://www.cdbtacomapiercc.org/covid-19/). Kudos to Pierce County, Tacoma, Lakewood, Puyallup, Fife, Sumner, University Place, DuPont, and Auburn for stepping up to assist local companies in a variety of ways.

### **The K shaped recovery**

The recovery from the pandemic is uneven to say the least, but the bright spots are really shining. Logistics and construction in particular are growing at a fast clip. We will dig into this issue as one of the featured discussion topics at the board meeting. Please be sure and read the staff reports from Maddie, Sarah, Jacqueline, and Deborah to get a full view of the economic growth taking place right now. Bottomline: retention, recruitment, and cluster acceleration matter more than ever.

### **American Rescue Plan Act**

The \$1.9 Trillion federal America Rescue Plan Act includes essential help for businesses and families, including: PPP, grants, direct financial payments, extended unemployment benefits, food aid, tax credits, education grants, state and local government aid, and more. Importantly, it also includes billions for pandemic response.

### **Board development initiatives**

Chair Simon, Vice Chair Marlow and I have been discussing next steps for addressing the additional initiatives that emerged from the Board Development Committee's work in December and the board survey in January. We will be creating two task forces and the ball is in my court to identify potential task force members and vet them with our leadership. Stay tuned. Task Force One will focus on creating an on-boarding program for new board members and a high-quality board composition matrix. Task Force Two will create a next generation leaders engagement program and a diverse business mentorship program

### **Wednesday COVID Response Business Webinars are going strong**

The EDB, Chamber and Kitsap Economic Development Alliance have co-hosted 93 webinars since March 2020 (Wednesdays at 11:00am). More than 100 folks join us for each call to hear from experts and get their questions answered. Many participants have told us that this weekly session helps keep them connected with the broader business community and offers a key touchpoint as we work through the pandemic recovery.

### **Capital campaign**

On March 31<sup>st</sup> we wrapped up the formal part of the campaign to raise funds to support the EDB for the next five-years (2021-2025). Great thanks to all of you who stepped up with pledges of support to enable the EDB to continue to make a difference in our community by helping employers create great jobs for our citizens. Tom DiFiore and Craig Glogowski with National Community Development Services (NCDS), our

consultant, are writing the campaign report which will be presented to the Executive Committee at its meeting on May 6<sup>th</sup>. The Board will receive it shortly thereafter.

**Chamber Kudos for *The Progress Process: A Path to Equity, Inclusion, and Anti-Racist Business***

The EDB is helping sponsor a fantastic program created by Tom Pierson and the team at the Tacoma-Pierce County Chamber, working with Grant Twyman and Rachel Askew. *The Progress Process* is a six-session interactive workshop where businesses and civic leaders learn equity literacy and organizational development. For more information contact: Michelle Matheson, Director of Member Engagement and Operations at the Chamber. Email: [michellem@tacomachamber.org](mailto:michellem@tacomachamber.org) Phone: (253) 682-1724

**New board members' orientation**

We welcomed our 12 newest board members at a Zoom orientation last week. Their passion for this community and the EDB's mission was inspiring. I know we all look forward to seeing them at the board meeting on Friday and welcoming them with open arms (or at least digital hugs!). Attachments: EDB Board roster with contact information and Outline of Board Member Responsibilities.

**THE ECONOMY IS OPEN! Recruitment, Retention, and Clusters**

Please take the time to read the staff reports. The team is working with dozens of companies that are working hard to grow and employ Tacoma-Pierce County residents.

## 2021 EDB Board of Directors

First	Last	Title	Company/Organization	Email
1 Shelly	Andrew	Partner	Gordon Thomas Honeywell	sandrew@gth-law.com
2 Jim	Beatty	President & COO, Good Sam Hospital	MultiCare	jrbeatty@multicare.org
3 Allan	Belton	President	Pacific Lutheran University	allan.belton@plu.edu
4 Greg	Biersack	Owner	Reach Dental Equipment	gbiersack@reachforservice.com
5 Marty	Campbell	Pierce County Council	Pierce County Council	Marty.Campbell@piercecountywa.gov
6 John	Caulfield	City Manager	City of Lakewood	Jcaulfield@cityoflakewood.us
7 Don	Clark	President & CEO	Sound Credit Union	dclark@soundcu.com
8 Katie	Condit	CEO	WorkForce Central	kcondit@workforce-central.org
9 Markiss	Cooper	Owner	iHaul	markissc@ihauldelivery.com
10 Bruce	Dammeier	PierceCounty Executive	Pierce County	bdammei@co.pierce.wa.us
11 Mihira "Mike"	de Alwis	Owner	Bourbon Street Creole Kitchen	mihira10@gmail.com
12 Sue	Dreier	CEO/Deputy Clerk of the Board	Pierce Transit	sdreier@piercetransit.org
13 Nigel	English	Market President	Heritage Bank	Nigel.English@HeritageBankNW.com
14 Jackie	Flowers	Director of Utilities	Tacoma Public Utilities	jflowers@cityoftacoma.org
15 Lori	Forte Harnick	President & CEO	Goodwill Olympics & Rainier Region	lorifh@goodwillwa.org
16 Andrew	Fry	Director of Industry Partnerships	UWT School of Eng. & Tech	andfry@u.washington.edu
17 Lisa	Goodman	Director of Marketing	Benaroya	lisag@benaroya.com
18 Billy	Hobson	Executive Vice President	Brown & Brown of WA	bhobson@bbtacoma.com
19 David	Huang	President	SeaTac Packaging	DavidH@seatacpackaging.com
20 Erik	Hynes	Commercial Banking Regional VP	Wells Fargo	erik.w.hynes@wellsfargo.com
21 Eric	Johnson	Executive Director	Port of Tacoma	ejohnson@portoftacoma.com
22 Scott	Jones	Senior VP, Division Manager	Newland Communities	sjones@newlandco.com
23 Hyun	Kim	City Manager	City of Fife	hkim@cityoffife.org
24 Joyce	Loveday	President	Clover Park Technical College	joyce.loveday@cptc.edu
25 Bett	Lucas	VP Commercial	Seaport Sound Terminal	elucas@transmontaigne.com
26 Jeff	Lyon	Chairman	Kidder Mathews	jlyon@kiddermathews
27 Brian	Marlow	President, South Sound Market	Key Bank	Brian.Marlow@keybank.com
28 Don	Meyer	Commissioner	Port of Tacoma	dmeyer@portoftacoma.com
29 David	Moore Devine	EVP, Chief Marketing Director	Columbia Bank	DMooreDevine@columbiabank.com
30 Doug	Oberst	Managing Principal, Architect	BCRA	doberst@bcradesign.com
31 Sean	O'Brien	President	Catalyst Workplace Activation	sobrien@catalystactivation.com
32 Deana	Parker	Human Resources Director	Absher Construction	deana.parker@absherco.com
33 Elizabeth	Pauli	City Manager	City of Tacoma	epauli@cityoftacoma.org

## 2021 EDB Board of Directors

34	Matt	Perry	Local Gov Affairs & Public Policy Mgr.	Puget Sound Energy	matt.perry@pse.com
35	Stephanie	Pedersen	President & Editor	The News Tribune	spedersen@thenewstribune.com
36	Tom	Pierson	President & CEO	Tacoma-Pierce County Chamber	tomp@tacomachamber.org
37	Mary	Ragsdale	VP Operations, COO	CHI Franciscan	MaryRagsdale@chifranciscan.org
38	Patty	Rose	Secretary-Treasurer	Central Labor Council	PattyRose@harbornet.com
39	Herb	Simon	Managing Member	Simon Johnson LLC	herb.simon.ipad@gmail.com
40	Mark	Sturgis	Vice President & CFO	Milgard Manufacturing Inc	MarkSturgis@milgard.com
41	Steve	Sugg	City Manager	City of University Place	ssugg@cityofup.com
42	Chris	Tubig	Asso. Director of Sales & Events	Tacoma Arts Live	CTubig@tacomaartslive.org
43	Greg	Unruh	CEO	Trouves Health Care Corp.	gregunruh@trouveshealth.com
44	Victoria	Woodards	Mayor	City of Tacoma	vwoodards@cityoftacoma.org
<b>EMERITUS MEMBERS:</b>					
	Bill	Gaines		EMERITUS	
	Bill	Holt		EMERITUS	
	Peter	Rasmussen		EMERITUS	
	Ronald	Thompson		EMERITUS	
	Dave	Zeeck		EMERITUS	



## Outline of EDB Board of Directors Member Responsibilities

- Passion for the EDB's **Mission:** *The EDB grows primary jobs and businesses by working with its partners to spur private capital investment and job creation, as well as diversity, equity, and inclusion in Tacoma-Pierce County businesses.*
- Four board meetings per year, one board mini-retreat, one annual meeting, and occasional ad hoc meetings. Not every board member makes every meeting. The goal is to attend as frequently as possible. Currently scheduled meetings are shown below.
- Opportunity to serve on cluster acceleration teams, committees, task forces, etc. as they arise.
- Get to know the rest of the board in order to strengthen the economic development ecosystem. It's a dynamic group of leaders from across the private and public spectrum, including manufacturers, bankers, insurers, real estate executives, educators, attorneys, marketing firms, utilities, government officials and more.
- Outside of the regular meetings once per quarter, the annual board retreat and annual meeting, the time commitment depends on interest. The board meetings include deliberations about important issues to businesses such as the industrial land base, technology, regulations, workforce, infrastructure, etc.
- Deliberate and vote on matters before the board, among them, the annual budget, nominations, etc.

### 2021 EDB Board Meetings

- 12noon-1:30pm, January 22
- 12noon-1:30pm, April 23
- 12noon-1:30pm, September 24
- 2:00pm-5:30pm, October 20, 2021 **BOARD MINI-RETREAT**
  - 12noon-1:30pm, November 19, 2021
  - Fourth Quarter 2021, **ANNUAL MEETING** (date TBD)

# THE PROGRESS PROCESS

## A PATH TO EQUITY, INCLUSION, AND ANTI-RACIST BUSINESS

Join us for a 6-session, interactive workshop in which we will explore organizational transformation with a lens on equity and anti-racism.

The sessions are designed to engage participants who are looking for space to discuss equity literacy and organizational development. The facilitators are experienced equity practitioners and established leaders in the public and private sectors. Participants will gain knowledge and skills that will help them navigate a roadmap to practice and achieve levels of equity, inclusion and anti-racism in their businesses.

### Session 1: Feb. 25 | 11:30-1:00 - Why Equity: Concept of Operations

Equality is good, but equity is what's best. Our first session will be an introduction to concepts to achieve shared language and understanding. Participants will discover the real power of equity as reproducing the "curb cut effect."

### Session 2: Mar. 25 | 11:30-1:00 - A Pathway to Organizational Equity and Anti-Racism

A systematic approach to practicing and achieving equity, inclusion, and anti-racism organizationally. The journey to becoming anti-racist in business is not an on and off switch, its process that should be mapped out. In this session we introduce a roadmap, steps, guiding questions, and practical applications. As we grow in our equity literacy it must translate to actionable steps and changes in our practice.

### Session 3: Apr. 29 | 11:30-1:00 - Traversing the Roadmap to Equity and Anti-Racism

The journey to equity and anti-racism is both personal and professional. Participants will be introduced to the stages of racial identity development for personal growth. The 7 Steps process will allow participants to use data from their organization to grow in anti-racism in their businesses. Participants will use the specifics of their organization to receive additional coaching and guidance on next steps for change.

### Session 4: May 27 | 11:30-1:00 - How to Lead a Life of Diversity

Explore the intellectual, social, and countercultural aspects of the phrase, "Keeping it Real." The phrase is well known, understood, and well used in the inner city urban context. Participants will begin a conversation on the difference between a stratified life versus an integrated life. Participants will explore the concept of mirror as it relates to how to lead a life of diversity.

### Session 5: Aug. 26 | 11:30-1:00 - Organizational Culture and Double Consciousness

A discussion on organizational culture and the social, emotional, and mental cost of diversity. In this session we bring to bare the writings of philosophers, educators, historians, activists, and CEOs to examine our businesses and departments. We will practice both the mirror and window as we dialogue in small and large groups.

### Session 6: Sep. 30 | 11:30-1:00 - Living History and Legacy Living

We conclude our 6 part session with input from a guest speaker leading organizational change as they share results, roadblocks, best practices for leaders, and the "Marathon of Sprints." We will channel the concept used by the people of Ghana, Sankofa. How do we look back on history in order to move forward.

#### THANK YOU TO OUR GENEROUS PARTNERS



ASIA PACIFIC CULTURAL CENTER  
FIELD ROOF SERVICE, INC.  
JAYARAY  
WASTE CONNECTIONS, INC.



**“Companies in the top quarter for racial and ethnic diversity are 35% more likely to generate higher returns.”**

*For Small Companies: The Time For Diversity And Inclusion Is Now*  
Haj Carr, president & CEO, Trueline, Portland, ME

[READ MORE](#)

## THE FACILITATORS



### GRANT TWYMAN

I am an established leader, organizational manager, and community stakeholder. As a United States Army Officer I am privileged to serve among the nations top 1% at multiple echelons and across varied disciplines. As an Executive Director of a non-profit I serve my local community with an asset-based philosophy of community development. As the first Equity, Diversity, and Inclusion Specialist with the school district, I work collaboratively to ensure ALL Students are served in a way that they can grow and flourish.



### RACHEL ASKEW

I come alongside teams of all kinds to establish equitable, inclusive, and transformative leaders for world-changing communities. I empower leaders by discovering their strengths & stories so that together we can produce thoughtful plans for systemic change & transformation in institutions and in the lives of all people. I provide outstanding training and equipping for adults as well as our next generation of leaders.

## REGISTER TODAY

**Members**..... \$50 for each session / \$250 for 6-session package

**Non-Members**..... \$75 for each session / \$400 for 6-session package

**For more information and to register, [click here](#) or contact:**

Alison Bryan at [alisonb@tacomachamber.org](mailto:alisonb@tacomachamber.org)

## BECOME A PARTNER

**Team Partner:** 2 attendees | name listed on event communications ..... **\$1500**

**Community Partner:** 4 attendees | logo on event communications & advertising ..... **\$2500**

**Progress Partner:** 6 attendees | logo on event communications & advertising | introduce session .... **\$5000**

*All sponsors will be featured as companies working on diversity, equity and inclusion.*

**For more information and to become a sponsor, contact:**

Michelle Matheson at [michellem@tacomachamber.org](mailto:michellem@tacomachamber.org)

## THANK YOU TO OUR GENEROUS PARTNERS



**ASIA PACIFIC CULTURAL CENTER  
FIELD ROOF SERVICE, INC.  
JAYARAY  
WASTE CONNECTIONS, INC.**

**TO:** EDB Executive Committee  
**FROM:** Maddie Merton, Vice President for Business Retention & Expansion  
**DATE:** Friday, April 23, 2021  
**RE:** Business Retention & Expansion Report

**About the program:**

Business Retention and Expansion (BRE) Program directly engages local primary businesses that are the backbone of the Tacoma-Pierce County economy. The BRE program focuses on assisting companies that are expanding, looking to relocate, or are in a target industry. The annual, confidential BRE retention visit serves as a focal point for identifying business needs and coordinating a response with all potential partners including local governments, workforce development, utilities, and other economic development entities. This county-wide program also links businesses to resources to help them grow.

**Which companies are targeted? 250 companies identified.**

- Industry Sectors (Aerospace, Banking & Financial Services, Construction, Distribution, Food Processing, Healthcare, Information Technology, Manufacturing, Maritime, Professional Services, Trade & Transportation, Other)
- Top Employers (Fastest Growing Companies, Largest Companies, etc.)
  - **140 primary companies** identified for 2021 outreach.
    - Firms who participated during one of the BRE sponsored sector specific webinars in 2020
    - Firms who have issued a WARN notices during 2020
    - 40 new prospects
  - **100 primary companies** will be pulled from the existing 2020 BRE visitation list for 2021 outreach.
  - **10 BIPOC companies** identified.

**Project Pipeline:**

- **27 open projects**
  - **6 foreign direct investment** opportunities from the following countries: Canada, Denmark, Germany, Netherlands, and Japan.
  - **Project Homecoming** (HOT) aka SAFE Boats. We continue to support SAFE Boats as they prepare to re-open Tacoma. The client is currently working through permitting, grant assistance for workforce development, and ISO9001 certification. The first couple 15 hires will be brought on in May, 20 new hires in October, 20 new hires in November, and the remaining 20 in new hires in December. The company expects to be fully staffed by the end of the year totaling 75 new jobs!
  - **Project Sapphire** (HOT) aka Infoblox has signed a new 6-year lease extension at the Horizon Pacific Building through February 2027. See attached article from the Puget Sound Business Journal.
  - **Project Baker** (HOT), an aerospace and space manufacturer, is advancing for Tacoma. The EDB, Tacoma, and Impact WA has prepared a proposal offer to aid in the \$2M new equipment expansion.
  - **Project Campus** (HOT), a logistics company, has signed a lease to take on an additional 150,000 SF in Sumner creating 50 new jobs. We are working closely with the client and Sumner to permit the project to meet their timeline goals.
  - **Project Crumble** (HOT), a food products manufacturer, is in due diligence phase for an upcoming relocation and expansion. The EDB and City of Lakewood continues to meet regularly with this client to provide information and connections. The client is narrowing down on a build-to-suit development for 15,000 to 20,000 SF of industrial space.
  - **Project DryBox** (Hot), a container company, has identified a potential site in the Tideflats. The client is working through permitting questions.
  - **Project Fair Winds** (WARM), a logistics company, re-initiated conversations regarding their expansion plans. The company is laying the groundwork for a \$110 million expansion to up-zone

their land parcel to a higher industrial use in time for Tacoma's Comprehensive Plan Amendment. The company submitted their application to City of Tacoma, and it is going through the process.

- **Project Cascades** (WARM), a manufacturing company, re-initiated the process for their expansion. The company will assess during Q1-2021 their facility space needs. The project received Executive Priority.

#	Project Name	Parent Co.	Max Capital X	Jobs Retained	New Jobs	Max Facility-Size (SQ FT)	Primary Target Industry	Stage	Prob (%)
1	Project Parchment	WA	\$300K	145	10	20,000	Mfg.	Suspect	10%
2	Project Sante	WA	\$0	250	0	50,000	Health Services	Suspect	10%
3	Project Swan	WA	Unknown	Unknown	Unknown	Unknown	Arts& Culture	Suspect	10%
4	Project Campus	Denmark	Unknown	Unknown	Unknown	Unknown	Logistics	Suspect	10%
5	Project Nanocarbon	WA	\$500K	18	unknown	unknown	Mfg.	On-hold	50%
6	Project Gem	NY	\$0	125	1,000	100,000	Professional Services	Prospecting	20%
7	Project North Star	WA	\$20M	12	Unknown	Unknown	Maritime	Prospecting	20%
8	Project Blue	Canada	\$50M	45	50	180,000	Mfg.	Prospecting	20%
9	Project Aquifer	CA	\$100M	100	80	400,000	Mfg.	On-hold	20%
10	Project Iris	WA	\$18M	254	25	80,000	Professional Services	Prospecting	20%
11	Project DryBox	WA	Unknown	12	0	3 acres	Logistics	Project	50%
12	Project Crumble	WA	\$2M	30	0	8,000 – 15,000	Food Mfg.	Project	50%
13	Project Fair Winds	Netherlands	\$100M	85	85	250,000	Distribution/ Logistics	Project	50%
14	Project Awake	WA	\$1M	11	10	2,000 to 5,000	Food Mfg.	Project	50%
15	Project Resiliency	WA	\$0	35	0	0	Mfg.	Project	50%
16	Project Venetian	OR	\$0	130	0	unknown	Hospitality	Project	50%
17	Project Symbiosis	WA	\$100K	65	0	none	Mfg.	Project	50%
18	Project Red	WA	\$20M	125	80	100,000	Mfg.	Project	50%
19	Project Cascades	Germany	\$11M	200	25	60,000	Mfg.	On-hold	50%
20	Project Sapphire aka Infoblox	CA	Unknown	200	200	50,000	IT & Cyber Security	Won – February 2021	100 %
21	Project Last Mile	WA	Unknown	0	200	600,000	Distribution/ Logistics	Imminent	85%
22	Project B aka Bradken	Japan	\$12.5M	245	50	11,000	Mfg.	Imminent	100 %
23	Project Farwest	Japan	\$16M	35	35	55,000	Aerospace	Imminent	100 %
24	Project Homecoming aka SAFE Boats	WA	\$2M	0	150	20,000	Mfg.	Won – February 2021	100 %
25	Project Fiesta	WA	\$2.85M	47	15	27,000	Distribution/ Logistics	Won – Sept 2020.	100 %
26	Project Precision	NY	Unknown	520	300	300,000	Mfg.	Imminent – Jan 2021.	100 %

27	Project FC aka Founder's Choice	WA	\$2M	70	10	25,000	Mfg.	Won – January 2021.	100 %
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#### **Retention Visits + Covid-19 Virtual BREs: 44**

##### **EDB Thrive! Grant Pilot: 3**

- We are piloting a new program with the Minority Business Development Agency (MBDA) and Department of Commerce to provide expert technical assistance for BIPOC businesses. In total, 30 applications were received, and 3 companies will be moving onto next steps with the Edward Lowe Foundation.

##### **Webinars & client outreach opportunities: 5**

- The BRE program continues to seek opportunity to provide businesses with updated information and resources. We will co-host and organize two new webinars this May/June.
  - The EDB and Impact WA will be rolling out a NEW Business Resources Webinar to provide E-Commerce Marketing Training. A consultant will provide present an overview of best practices on May 4<sup>th</sup>. Afterwards, we will invite companies to apply for a 4-week tuition covered course and 1-on-1 with the consultant. This would also open the door for them to receive recovery dollars with Impact WA. We believe this training provide tremendous value to local businesses.
  - The EDB, Invista, and Goodwill will be co-hosting a NEW Business Resources Webinar on Employer Training Grants and Workforce Resources. We hope to roll that out at the end of May or early June at the latest.

##### **BRE Ecosystem Partner Recovery Calls: 14**

- The EDB is hosting recovery calls every Thursday at 8am with ecosystem partners to share updates on recovery efforts and best practices.

## Infoblox signs 6-year lease extension in Tacoma's Brewery District



Enlarge

Jesper Andersen is the CEO and president of Infoblox. He said that as employees start to build families, they like the more affordable housing in Tacoma and don't want to commute to Seattle.

By Rick Morgan – Reporter, Puget Sound Business Journal  
Apr 12, 2021, 3:16pm EDT

The Economic Development Board of Tacoma-Pierce County has announced that Infoblox, a Bay Area-headquartered company that secures and automates networks for businesses, is renewing its lease in Tacoma for six more years.

Infoblox will keep its existing 43,957-square-foot space in the Horizon Pacific Center in Tacoma's Brewery District. The company's office, dubbed its Center of Excellence, has been housed in the historically renovated complex since June 2016.

Infoblox President and CEO Jesper Andersen said the company employs more than 225 people in the Tacoma area and about 165 in the Bay Area. The company still calls its Santa Clara, California, office its headquarters. "Puget Sound is a very, very strong, high-tech area," Andersen said. "It's been a very, very strong source of IT talent for a long time, but in Seattle proper, whether you're in Seattle or further out east in the Kirkland or Redmond area, it's super competitive for IT talent."



Enlarge

### The Horizon Pacific Center in Tacoma

Andersen said as people start to build families, they like the more affordable housing in Tacoma and don't want to commute to Seattle. He added that both rent and talent are less expensive for Infoblox in Tacoma, and the company's Tacoma office is right next to the University of Washington Tacoma. According to Andersen, the company has good relationships within the school's computer science department, which helps Infoblox find strong employees.

Although Andersen said downtown Tacoma is becoming more modern and the company likes the area, there are still some aspects of the city that need improvement, such as more parking and better lighting to ensure employees feel safe.

Infoblox was founded in 1999 and reached a valuation of over \$3 billion in September, Bloomberg reported. Its technology helps clients' IT teams consolidate network services onto a single platform, and it offers reporting and analytics tools. The company says it has 12,000 clients, including IBM, Samsung and Aflac.

Infoblox made inroads in Tacoma after acquiring a Tacoma-based cybersecurity company called IID in 2016. Employees are working remotely for now, and Andersen said Infoblox is putting in place new safety measures like better spacing, cleaning stations and temperature checks for when it is safe to go back to the office. He added that Infoblox will take a phased approach in bringing employees back to the office as they get vaccinated.

"The key here is choice. We've made a very strong commitment to our employees that if they're not comfortable coming to the office, they don't need to come to the office," Andersen said. "My view, to be honest, is other than a few specific roles, I'm perfectly comfortable with people who want to work remotely full time."



**To:** EDB Board of Directors  
**From:** Sarah Bonds, VP Business Recruitment  
**Date:** April 23, 2021  
**Subject:** EDB Business Recruitment (Confidential – Not for Distribution)

### Open Case Activity

Project Name	Industry	Current Locations	Site Specs	Source	Open Date
BB	Office	New York	Variable	Direct	Feb -21
Big King	Anaerobic Digestions Technology	United States	3-10 acres	Partner	July - 19
Booster	Life Sciences	Unknown	100,000 SF	Commerce	June - 20
Chamfer	Manufacturing Drill Bits and Cutting Tools	Greenville, South Carolina	15,000 SF	Paris Air Show	Jul-17
Cypher	Tech	Unknown	150,000 SF	Commerce	Mar -20
DC Retail	Distribution Center and Cold Storage Warehouse	Unknown	10,000 SF	Commerce	Apr -19
Diamond	Manufacturer	California	10,000 SF	Commerce	Sept - 20
Dollhouse	Manufacturing Structural Insulated Panels	Florida	40,000-50,000 SF	Partner/ Company Direct	Nov - 18
Elephant	Manufacturing	Unknown	Broker Handling	Broker	Nov -18
Emerald	Manufacturing/ Distribution	Unknown	750,000	Commerce	May -20
Friday	Tech	Oregon	Unknown	Partner	Oct-18
Funk	Aerospace	Kent/Renton	40,000- 100,000 SF	Company/Direct	Mar -19
Great Dane	Manufacturing	North America	50,000 SF	Commerce	Apr-20
Great Outdoors	Office	Washington	30,000 SF – 60,000 SF	Company/Direct	Aug - 20
Harmony	Manufacturing	Unknown	Unknown	Partner	Mar-20
Home	Manufacturing	Unknown	35-40 acres	Commerce	Sept- 20
Ice Age	Office	Unknown	40,000 SF- 80,000 SF	Commerce	Feb - 21
Ink	Office/Warehouse	Everett, WA	55,000 SF	Impact Washington	Apr- 19
Insure	Office	WA & OR	Unknown	Partner	Oct-18
Ivory	Tech	International/ Redmond	Office TBD	City of Tacoma	Nov-18
Kusak	Food Distributor	Unknown	200,000 – 250,000 SF	Broker/Site Selector	Nov-18
Lighting	Manufacturing	North America	25 acres	City of Tacoma	May-20
Lime	Graphite Manufacturing	Unknown	12-18 acres	Commerce	May - 19
Mercury	Aerospace	Washington	40,000-50,00 SF	Partner	Dec - 19
Moonlight	Food Manufacturer	Japan	40 acres	Commerce	Oct-20

Nice	Warehouse/Distribution	Taiwan	10,000 SF	Commerce/Select USA	June-19
NMA	Aerospace	Washington	Unknown	Commerce	Jan-18
Omnichannel	Warehouse/Distribution	Washington	500,000 SF	Commerce	March - 21
Pearl	Confidential	Unknown	130,000-250,000 SF	Commerce	May-20
Science	Bio-Tech	Unknown	30,000 SF	TPU	Nov-18
Sponge	Bioscience	Unknown	Unknown	Partner	Dec -19
Summit	Aerospace	Belgium	Unknown	Paris	Aug - 19
Swiss	Furniture Manufacturer and Distributor	US	1.2 million SF	Company Direct	Oct-18
Terminal	Battery Manufacturing	Unknown	15+ acres	Commerce	Nov - 18
Test	R&D	Seattle	1,500 SF	Partner/Commerce	Aug - 20
Turn	Manufacturing	US	100,00- 150,000 SF	Commerce	May- 20
Viking	Maritime	Norway	Shoreline	Commerce	Nov-18
West	Manufacturing	Canada	25 acres	Broker	Apr-20

### In the works . . .

**Project Swiss** – Ashley Home Furniture purchased Frederickson 40 acres out in Frederickson

### New Projects

**Project Omnichannel** – A department store chain is looking for a 500,000 SF fulfillment and distribution center. The project would invest \$130 million in capital expenditure and hire 1,300 full time employees by the end of 2023. The project has narrowed it down to two cities in Pierce County. We are in the process of completing a SRF application with the Department of Commerce to support this project.

**TO:** EDB Board of Directors  
**FROM:** Jacqueline Moffo, VP, Business Development  
**DATE:** Friday, April 23, 2021  
**RE:** Cluster Acceleration and Communications Report

**Report Highlights:**

- EDB + Startup253 announced partnership April 12.
- EDB + Startup253 share first Tech Success Story in the 12-story series highlighting Give InKind.
- Trade-Logistics Strategic Plan to launch in virtual event was held at NewCold on March 30, 2021. Recording of launch hosted on the EDB logistics webpage.

**About the program:**

Clusters are geographically specific groups of interconnected companies. By clustering near each other, businesses can increase their productivity, accelerate innovation, and stimulate new business formation. Regions with fully developed clusters have higher levels of job creation, higher wages, and higher levels of wealth creation than regions without well-integrated clusters.

Cluster Acceleration Teams are created by recruiting 15 – 20 members of a specific business community or target industry. These teams agree to meet four times in a six-month period to provide a comprehensive view of their current business ecosystem and provide input on strategies to support their industry's growth in Pierce County.

**What industries are being targeted by the EDB Cluster Teams?**

- Aerospace
- Health Services
- Information Technology
- Trade-Logistics

**Currently Active Clusters: 2**

- Technology
- Trade-Logistics

**Ongoing Work:**

Health Services –

- Evaluating the completed Health Services Team.

Trade-Logistics –

- Trade-Logistics Cluster has completed its 5-year Strategic Plan.

- The Trade-Logistics Strategic Plan was launched to the community through a virtual event hosted by NewCold on March 30, 2021.
- Moving to implementation phase.

**Aerospace –**

- Currently researching the Aerospace business ecosystem in Pierce County in preparation for a possible team assembly and launch.

**Technology –**

- Currently managing the implementation of EDB specific tactics.
- Contract with Startup253 signed, and announced April 12, 2021.
- First Tech Success Story shared on April 20, 2021.

**What Is Next?**

- 2021 Cluster Team Launches – projecting Health Services and Aerospace.
- Continued implementation of the Tech Strategic Plan
- Launching implementation of the Trade-Logistics Strategic Plan.

**Communication –**

Working with Sarah Bonds to execute an ongoing social media programming effort. Created a direct email blast list for community partners, economic development organizations, Chambers and minority community and business organizations to get the word out on critical programs such as the Working Washington Round 3 Grant.

Currently modernizing our EDB Flyers and marketing materials to align with new recruitment branding with updated data.

**Website Updates and Analytics –**

- Ongoing Coronavirus news and resources being shared.
- The EDB COVID-19 information pages have been cleaned and audited to ensure information and resources are still accurate and helpful.
- Website (over the last 30 days) has had 3,036 pageviews, 1,832 sessions, and 67.03% bounce.

**A snapshot of our social media the last 28 days –**

- Twitter – 3,896 impressions, 0 mentions, 6 new followers (818 total followers), 107 profile visits.
- Facebook – 133 page views, 147 post reach, 3 new page likes, 4 new followers (546 total), 13 new post engagements
- LinkedIn – 43 page views, 22 unique visits, 14 post reactions, 6 new follower (435 total followers), 161 post impressions



## TACOMA TECH GRIT

# ‘GIVING’ AN EXAMPLE OF TACOMA GRIT

*Tacoma Tech Startup Give InKind Draws on Tacoma Values to Ignite Support Networks for Life’s Challenging Moments*

“Tacoma takes care of its own,” Give InKind Founder and CEO Laura Malcolm said to describe the community, camaraderie, and kinship which help drive Tacoma founders and startups to greater heights. Tacoma is a city in Pierce County, Washington, which has welcomed those who fuel big dreams with hard work since its founding in 1872. Then, as today, it’s a timber and maritime beacon on the West Coast. Nearly 150 years later, the city and county are also home to an emerging tech cluster that welcomes all as their own.

Laura Malcolm’s 20-employee strong impact technology startup Give InKind launched in Tacoma in 2016. Give InKind powers a social support platform to help loved ones and those in the wider community during times of need.



Laura, a graduate of Tacoma’s Charles Wright Academy, returned from nearly a decade in the Los Angeles tech scene to launch Give InKind, “We have such a strong community

spirit here and so, for me, it only makes sense to grow Give InKind in Tacoma. Our company embodies that spirit of giving and that 'we'll always take care of each other.'"

"We're here to help each other—from finding the right connections in our community to succeeding in business."

Tacoma is also known as Grit City, where people from storied blue collar longshoremen, to service members stationed in Pierce County at Joint Base Lewis McCord get the job done with grit and determination. Grit City resilience, resourcefulness and inclusion is also baked into the growing tech community, "Our

welcoming nature comes from having such a large military community. So many transitory people bring in some of the inclusive spirit," said Malcolm. "I see so many welcoming answers when people inquire about relocating to the area and we're here to help each other—from finding the right connections in our community to succeeding in business."

The Tacoma area also serves Give InKind with a talent pipeline as Malcolm plans to build engineering and customer service hubs in Tacoma and Pierce County by tapping into a growing talent pipeline, "You have people who have built careers at the tech giants but they all live in the South Sound because quality of life is better. Having University of Washington Tacoma and the number of technical schools here such as Tacoma Community College, Bates and Pierce college is amazing."

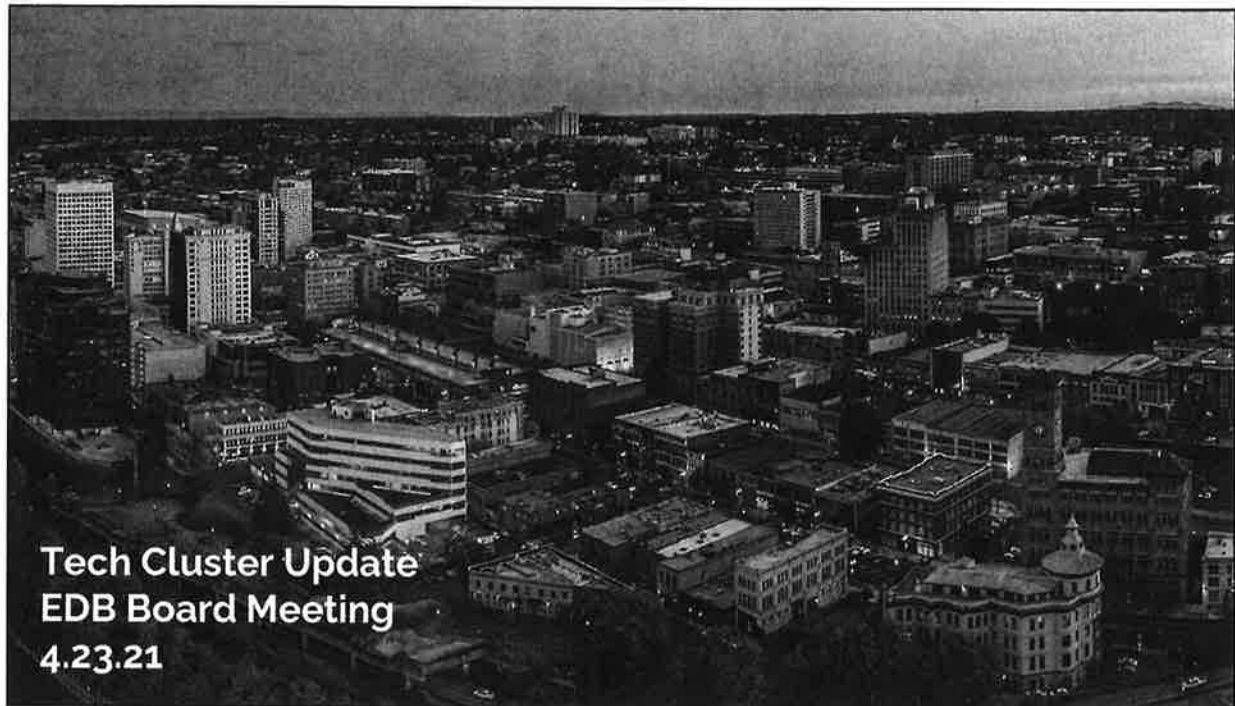
Follow for Give InKind's journey to power giving and normalize support on [Facebook](#).

Track the successes and plug into the startup ecosystem in Tacoma and Pierce County on LinkedIn by following [Startup253](#). You can read this story and learn more about the Tacoma-Pierce County Technology Cluster online at [www.edbTacomaPierce.org/technology](http://www.edbTacomaPierce.org/technology).

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FOOTER:

The mission of the Tacoma-Pierce County Tech Cluster Acceleration Initiative is to foster a lattice of innovation that makes the South Sound a hub for technology business talent. The Economic Development Board for Tacoma-Pierce County, in collaboration with Startup253 and s2s Public Relations and Communications is proud to share stories like this that showcase Pierce County technology companies who exemplify "Where Tech Lives."



1

## Startup253

### MISSION

We bring together entrepreneurial leaders, venture capital, corporate, and local government to advance our goal of helping the South Sound region become the best home for innovation and creative new companies.

### MEASURABLE OUTCOMES

• 3 year contract with the City of Tacoma for tech company retention and expansion

3 Relocation and Expansion Wins

Hosted numerous in-person and virtual events (Flying Fish, PSL, Tacoma Venture Fund)

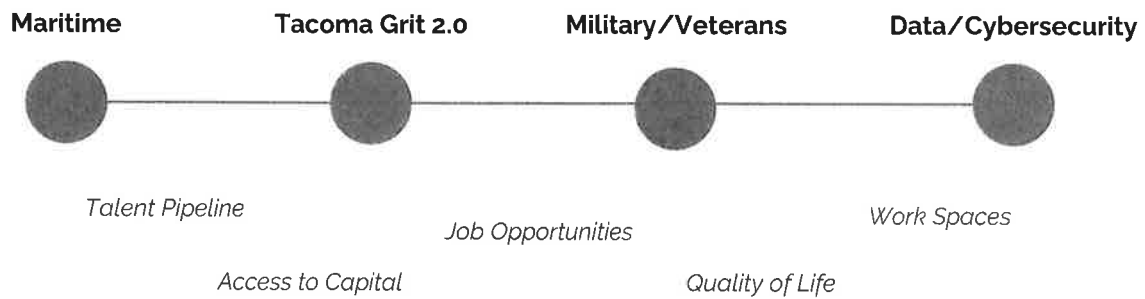
PR in Geekwire, PSBJ, South Sound Business, Tech.co, and most recently, Undercover Billionaire.

Partnering with the EDB and s2s PR to produce 12 tech focused success stories about Pierce County and Tacoma



2

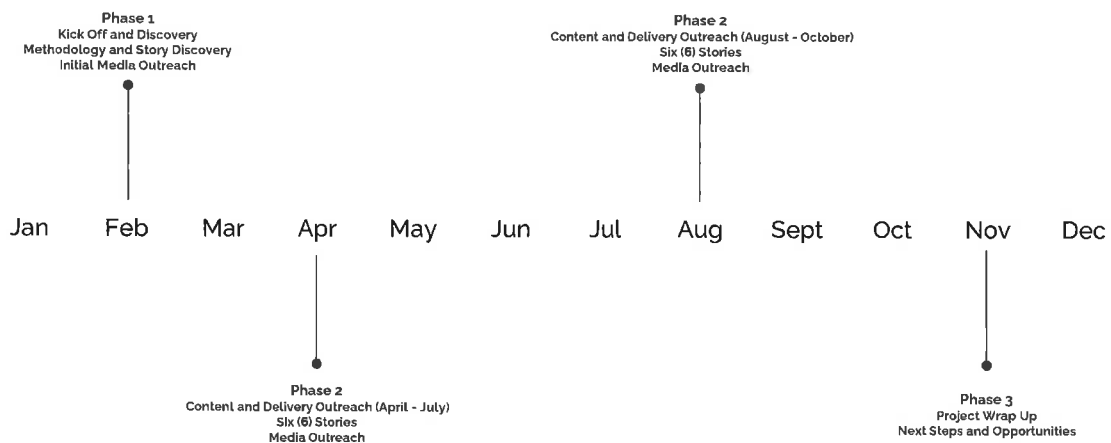
## Story Themes and Topics



Startup253

3

## Strategic Plan and Milestones



Startup253

4



## Measuring Success

12 tech focused success stories about Pierce County and Tacoma

Inbound inquiries and engagement from the community

Social media engagement

Media opportunities

Inbound expansion and relocation inquiries

Startup253

5



[← Back to News](#)

April 14, 2021

### New Feature Series: Emerging Tacoma and Pierce County Tech Startups Stay True to Region's Industrial Roots

New Feature Series: Emerging Tacoma and Pierce County Tech Startups Stay True to Region's Industrial Roots

*Maritime, Military, Cybersecurity, and 'Grit' Identified as Key Themes in Upcoming Online Feature Series*

6

## Current Status and Next Steps

### CURRENT STATUS

#### PR released on 4/14:

- > edb.org/newfeaturetechseries
- > startup253.com/news

#### Story #1 (Give InKind) released on 4/20

- > edbtacomapierce.org/technology

**5 completed stories completed to date; upcoming NAMATAD**

### NEXT STEPS

Phase 2 Kick Off (April - July)



7

## Want to Connect? Have a Story?

**Eric Schudiske**  
eric@s2spr.com

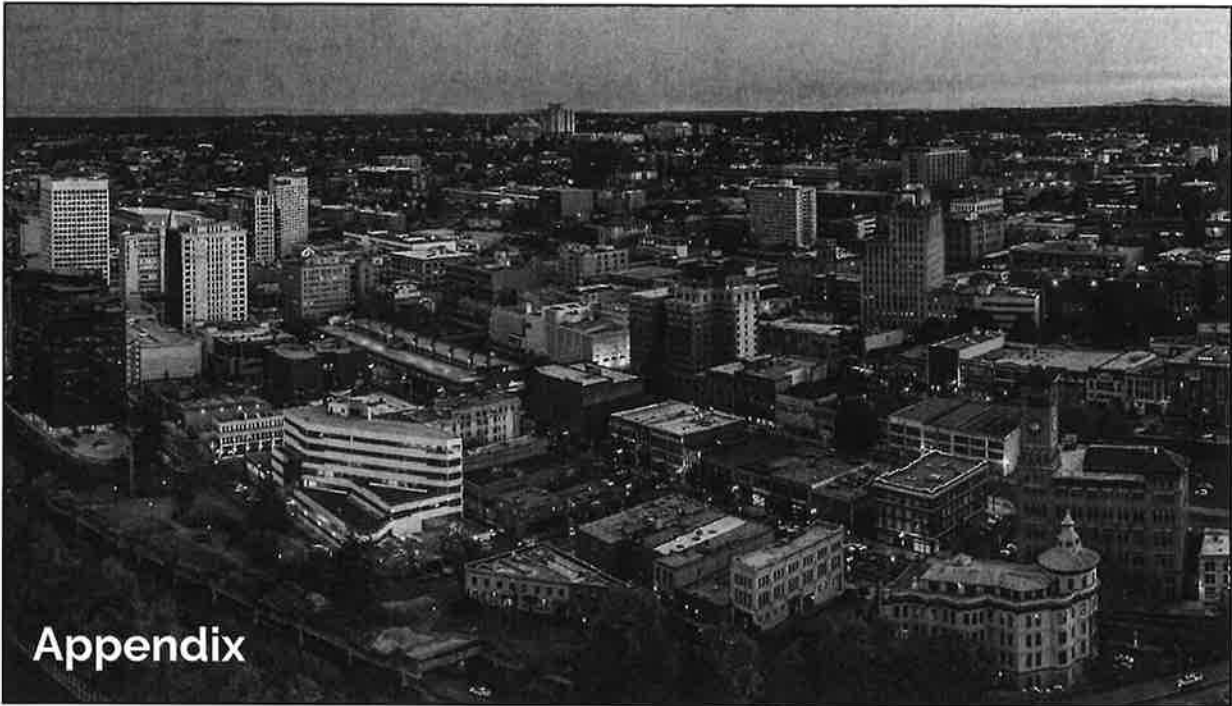
**Crystal Clarity\*\***  
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**Lee Reeves\*\***  
info@startup253.com




8




### The s2s PR Team





**Eric Schudiske**  
CEO  
s2s PR






**Crystal Clarity**  
COO  
s2s PR





**Jessica McNellis**  
Media Relations Manager  
s2s PR



**TO:** EDB Board of Directors  
**FROM:** Deborah Kelly, Director of Operations  
**DATE:** April 23, 2021  
**RE:** Operations Report

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**Accounting/remote bill pay**

- Administrative tasks related to the capital campaign in preparation for NCDS campaign wrap up.
- Coordination with accountant on a weekly basis of account receivables and payables.

**Annual Meeting-** Explored new venue, date and participated in preliminary discussions for rescheduled Annual Meeting this upcoming November.

**Board Meeting** - Assisted in planning, preparation, and execution of the new board member orientation and the March and April Board Meetings.

**Office management**

- Vendor analysis with current suppliers to negotiate best fit product wise and best contract renewal pricing for our current needs. Ongoing process in various areas.
- Salesforce fresh ideas and customized solutions explored to best fit with current staff needs. Salesforce cleanup with EDB team to start the unification process.
- Email marketing and database updates.
- We continue to develop and modify remote working strategy.

**Teamwork** -Delivered.

**Technology** –Continually addressing and improving remote working security risks and productivity challenges.

- Website "secure content" feature work completed. In process of launching to the live site.
- Verified and updated server/data backup strategy.
- Staff technology upgrades implemented.