



KITSAP ECONOMIC DEVELOPMENT ALLIANCE

2020

RISING TO THE CHALLENGE

Annual Report

KEDA 2020

THE PLAN & THE PIVOT

Pandemic Demands a New Plan

The Pivot:

- Focus on Business Retention
- Communication & Collaboration
- Grants, Grants, Grants
- Shop.Eat.Spend

Diversity, Inclusion & Equity

New Leadership - One Kitsap



JANUARY 31, 2020

300 plus assembled for KEDA's 2020 Economic Forecast

One month later...KEDA staff was just finalizing 2020 Annual Plan...

MARCH 23, 2020

Statewide stay-at-home order on March 23, 2020

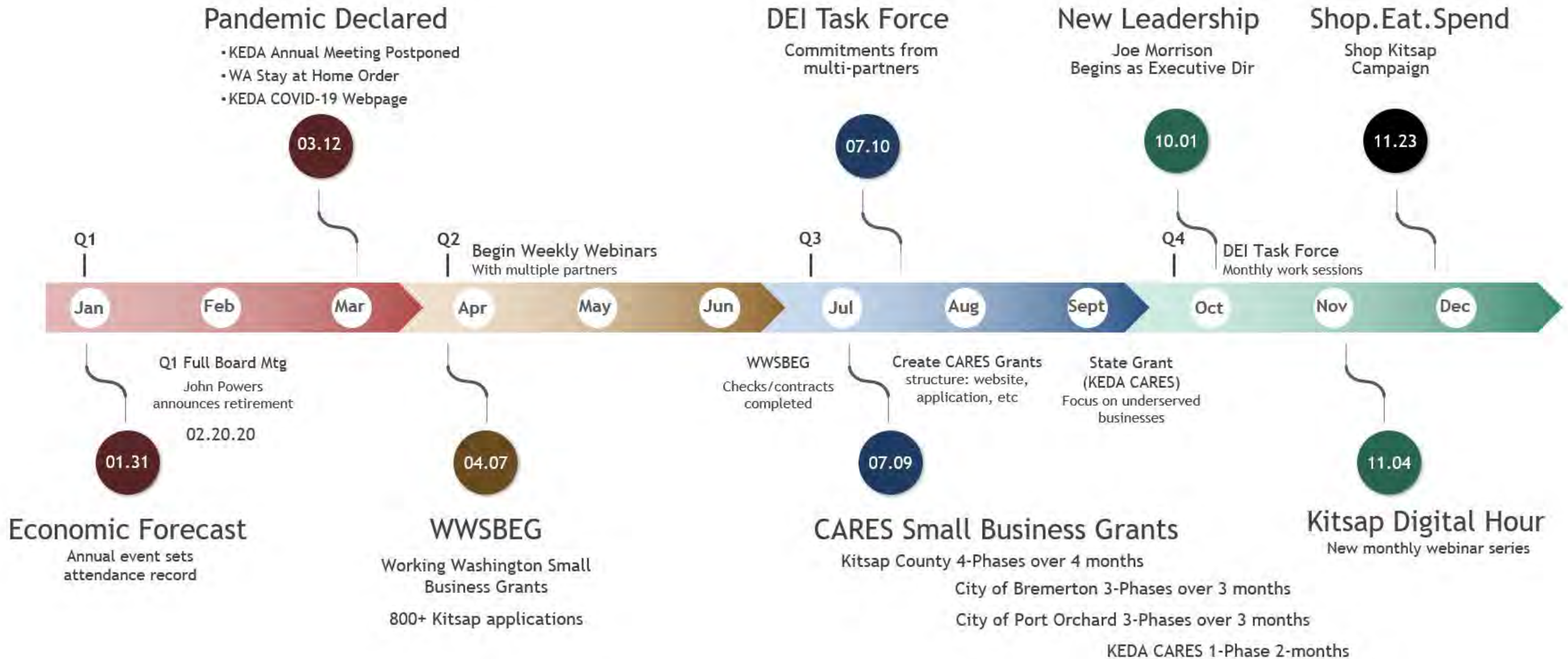
Sorry We're
CLOSED
Due to COVID 19



COVID-19 CRISIS

RESPONDING TO AN
UNPRECEDENTED NEED

2020 - A YEAR LIKE NO OTHER

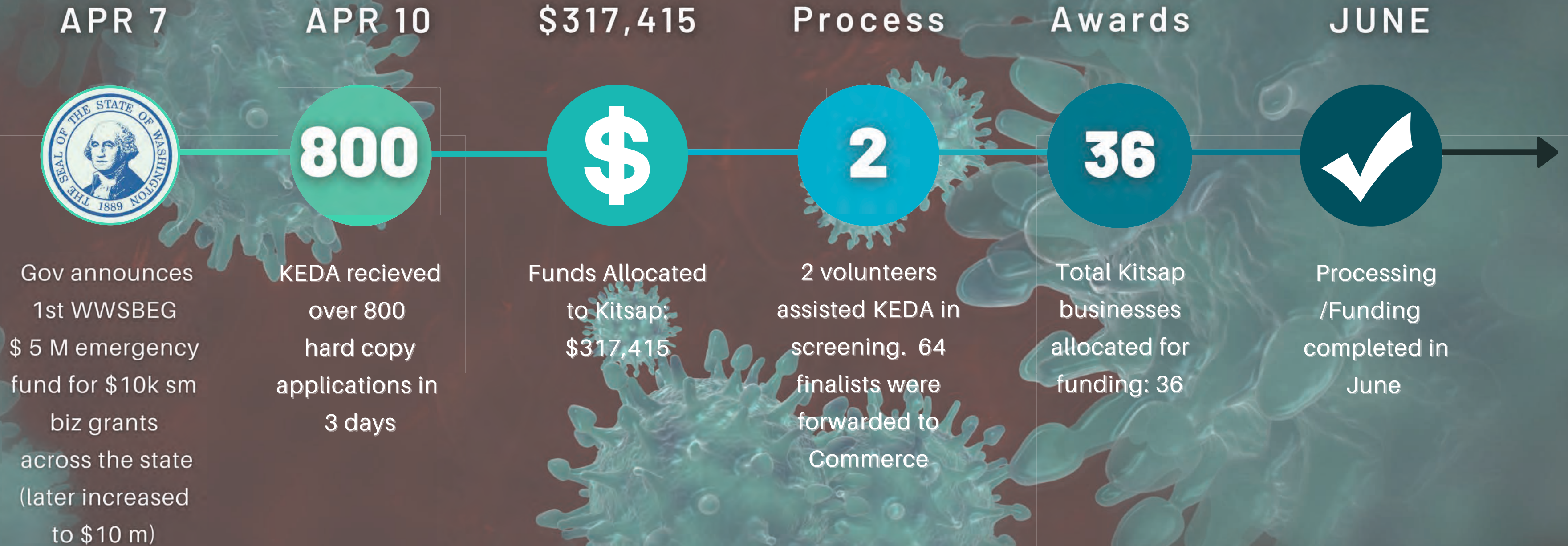


COVID-19 RESPONSE

The screenshot shows the KITSAP Economic Development Alliance website. The header includes the logo, tagline 'Positioned for Prosperity | 360.377.9499', and navigation links like 'Home', 'Contact Us', and 'Site Map'. A search bar is also present. The main navigation bar highlights 'COVID-19'. The page content includes a 'Weekly Webinar Archive' section with a video player for 'KEDA: COVID-19' and a list of 'Recent Posts' such as 'CARES Act and the impact on contracting costs'. A 'COVID 19 RELIABLE RESOURCES' section lists various government and organizational links. At the bottom, there are three headshots of speakers: Mark Costello, Jaime Forsyth, and Steve Maxwell.

- Created Covid resource page
- Shared resources & updates
 - weekly webinars
 - newsletters
 - blog posts
 - social media
 - direct contact
- Cross-sector collaboration for resource & information sharing

WORKING WASHINGTON SMALL BUSINESS EMERGENCY GRANTS



26,000 applications were filed statewide competing for \$10M

CARES GRANTS

Administered by KEDA



Small Business Rental Relief Grant Program

Phase 4 - Broader Eligibility Criteria!
Now up to \$10,000

The Kitsap Economic Development Alliance is partnering with Kitsap County to administer a small business rental relief grant program made possible by Federal CARES funding.

The County has committed up to \$880,000 for small business assistance using Federal CARES funding. These funds must be fully distributed by November 30, 2020. The intent of this grant is to **reimburse business related commercial rent or lease expenses and/or expenses related to PPE business retrofits and supplies** paid between March 1, 2020 and date of grant application.

Successful applicants may receive up to \$10,000 based upon eligible COVID-19 impacts.

Funds will be awarded on a first-come-first-served basis.

Businesses who were previously funded at a lower amount may be eligible for increased funding.



SUBSIDIOS

¡Obtenga efectivo para ayudar a su pequeña empresa!

Hasta \$5000

KEDA CARES Subvenciones para pequeñas empresas: El estado de Washington ha puesto a disposición nuevos fondos de la Ley Federal CARES para apoyar a las pequeñas empresas y evitar el cierre de un negocio o instalación. Más información en Kitsapcaressmallbiz.com/KEDA

- Solicitud en línea fácil • Hasta 20 empleados (FTE) • Hasta \$5000
- Se permiten propietarios únicos y negocios desde el hogar
- Los fondos deben asignarse antes del 15 de noviembre

SEMINARIO WEB DE REVISIÓN DE SUBVENCIONES: 1PM DEL 2 DE SEPTIEMBRE
PORTAL DE APLICACIONES ABIERTO DEL 21 AL 30 DE SEPTIEMBRE



KITSAP ECONOMIC DEVELOPMENT ALLIANCE

Info@kitsapeda.org • 360.377.9499
Kitsapeda.org • Kitsapcaressmallbiz.com/KEDA

- Created dedicated website kitsapcaressmallbiz.com
- Partnered with each jurisdiction on specific goals & criteria
- Promoted widely
- Conducted informational webinars for each program
- Reviewed application with DEI Task Force & partnered for greater reach with underserved populations



CARES GRANTS

Administered by KEDA

KITSAP COUNTY

- 4 phases
- 284 applications
- 137 funded
- \$987,855

CITY OF BREMERTON

- 3 phases
- 124 applications
- 68 funded
- \$585,596

CITY OF PORT ORCHARD

- 3 phases
- 39 applications
- 33 funded
- \$147,542

KEDA CARES (VIA COMMERCE)

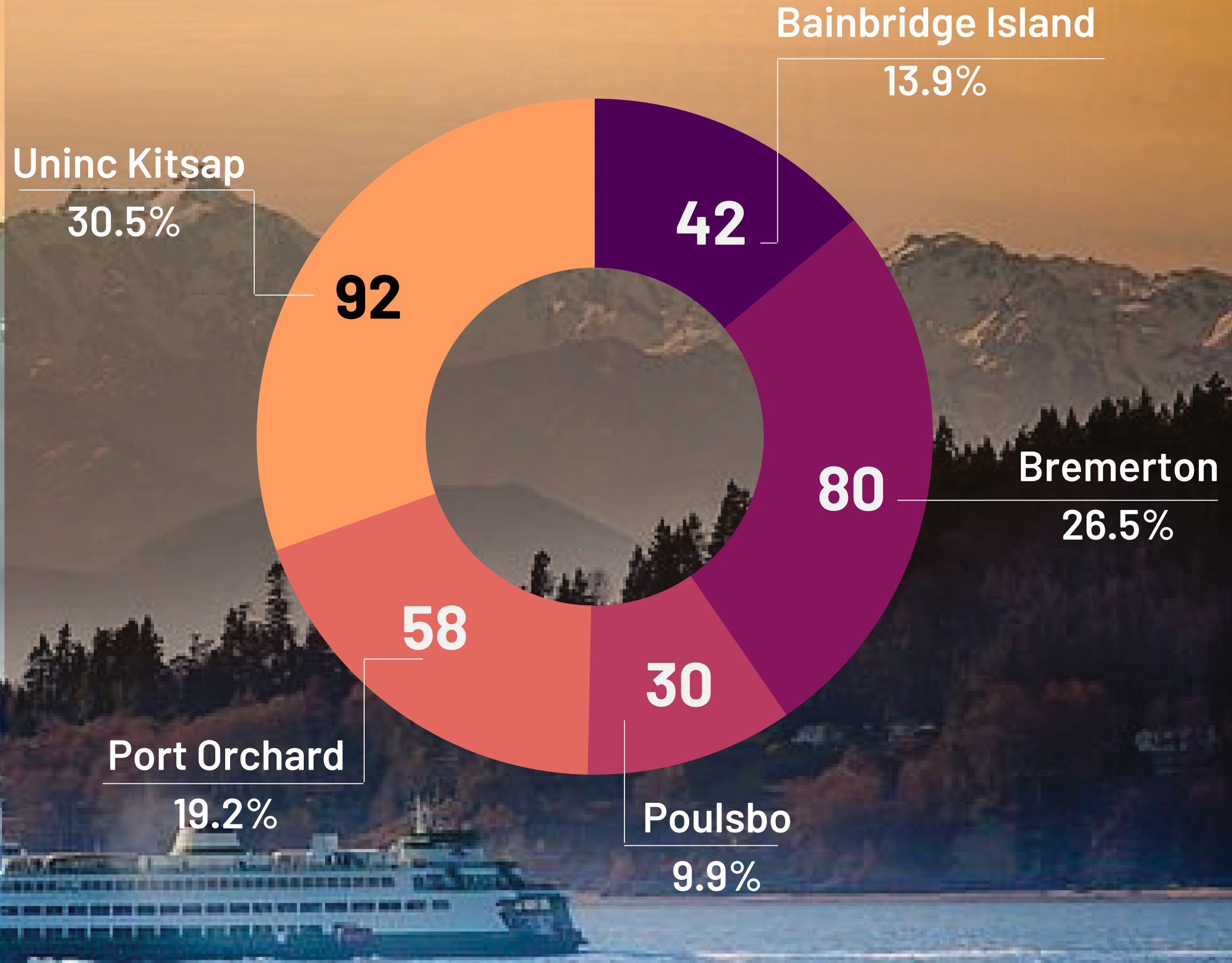
- 1 phase
- 121 applications
- 58 funded
- \$237,550

COVID GRANTS

Administered by KEDA

\$2,255,680

**301 BUSINESSES
& NON-PROFITS**



Continual Collaboration



Washington State
Department of
Commerce



Kitsap Chambers + Workforce Orgs + Agency Partners + Service Orgs

Working for Kitsap - From Home

499

CLIENT ASSISTS

170

RESEARCH & DATA REQUESTS

3199

TOTAL EMPLOYEES IMPACTED

981

GRANT APPS PROCESSED

YOUR KEDA PTAC TEAM



Kathy Cocus
Program Manager



Mary Jo Juarez
Business Counselor



Mona Carlson
Super Star Volunteer Contracting Specialists



Terry Homburg

- 33** Unique Kitsap clients
- 149** Counseling sessions
- 261.6** Hours counseling and prep
- 37** PTAC classes & co-hosted events
- 75.5** Class hours
- 692** Total class attendees (WA state)



Government Contracting Technical Assistance

WASHINGTON
PTAC

PRIME & SUBCONTRACTING BY JURISDICTION

Bainbridge Island	\$23,401,013
Bremerton	\$951,573,903
Port Orchard	\$76,415
Poulsbo	\$19,373,357
Uninc Kitsap	\$209,419,922

Uninc Kitsap County
17.4%

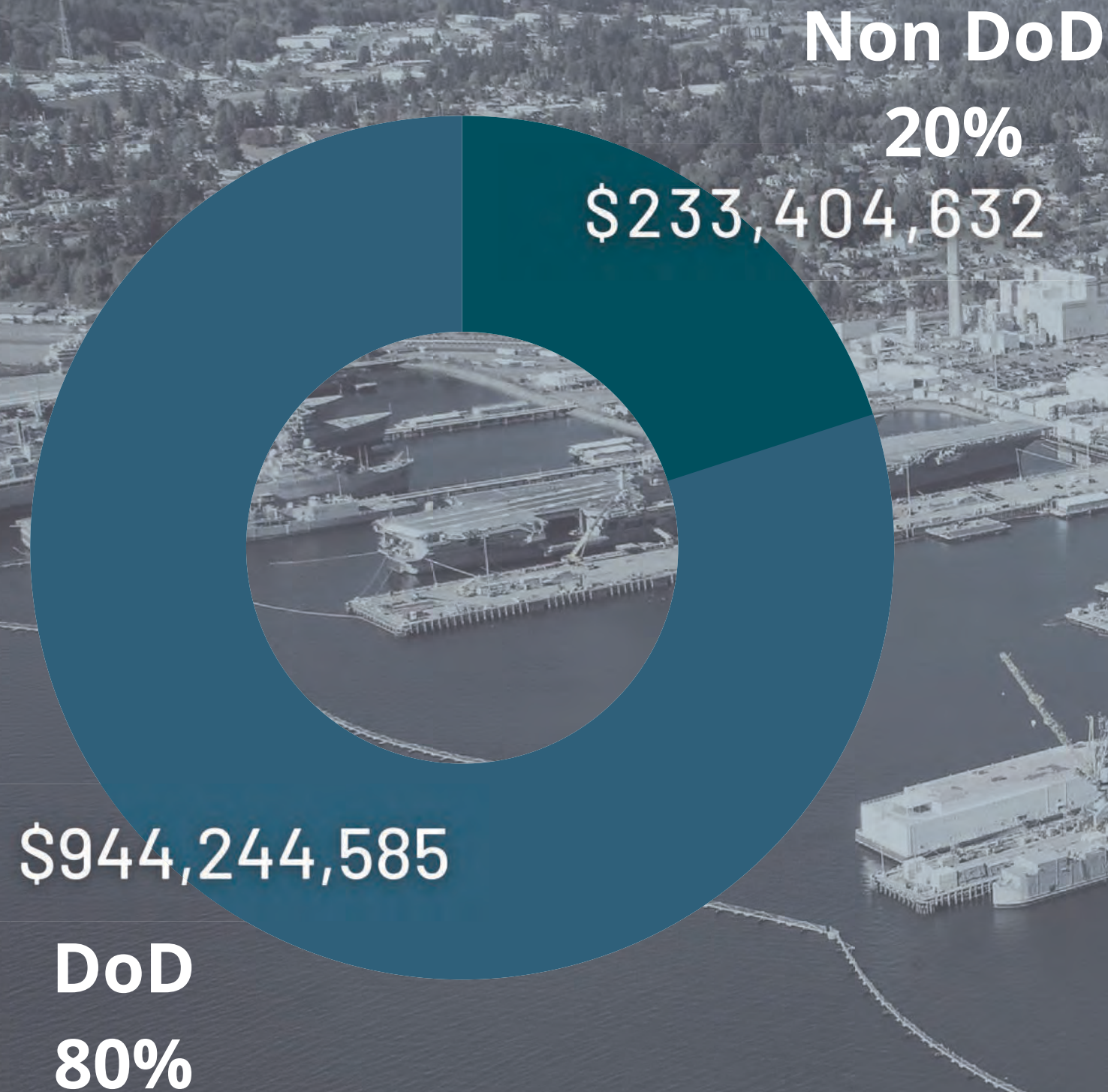
Poulsbo
1.6%

Bainbridge Island
1.9%



Bremerton
79%

FEDERAL PRIME CONTRACTS BREAKDOWN



FEDERAL PRIME CONTRACTS BY PTAC CLIENT

DEPT OF NAVY: \$629,347,369

DEPT OF ARMY: \$287,981,890

COAST GUARD: \$104,026,322

COMMUNICATION & OUTREACH

14 Webinars beginning April 2nd
featuring regional experts

- CARES FUNDING: PPP, EIDL, EIDG
- COVID CONTINGENCY PLANNING
- STRESS MANAGEMENT
- WORKING FROM HOME
- PIVOTING YOUR BUSINESS
- USING ONLINE TOOLS
- SAFE START / REOPENING
- UPDATES FROM PARTNERS

REGULAR GUEST EXPERTISE:



JAIME FORSYTH
WWU SBDC- KITSAP



MONICA BLACKWOOD
WEST SOUND WORKFORCE

COVID 19
and YOUR
BUSINESS

KEDA'S WEEKLY WEBINAR
April 2nd, 2020

KITSAP ECONOMIC
DEVELOPMENT
ALLIANCE

Kitsapeda.org/covid-19



COMMUNICATION & OUTREACH



1.2K
FANS



1.3K
FOLLOWERS



169K

SOCIAL MEDIA REACH

3.3K

YOUTUBE VIEWS

26K

GOOGLE SEARCH: KEDA

MONTHLY KITSAP DIGITAL HOUR

Join us! First Thursdays | 11am

KITSAP DIGITAL HOUR

It's Time.
For Kitsap to be Kitsap.
Get together, learn together.
Every month



www.kitsapeda.org

11/5

LAUNCHED NEW
MONTHLY SERIES

50+

ROBUST ATTENDANCE

Q/A

AUDIENCE INTERACTION



TIMELY INFO & TECHNICAL
ASSISTANCE

Supporting Small Business

Holiday Social Media Campaign

Shop.Eat.Spend. KITSAP

6 ADS/VIDEOS

59K TOTAL REACH

99K TOTAL IMPRESSIONS



SHOP. EAT. SPEND.

KITSAP



#ShopinKitsap #EatinKitsap #SpendinKitsap



Marnie Clark, Corporate Administrator Kelly Clark, President

We Enjoy Doing Business in Kitsap

“ We founded Chinook Properties (now Chinook Contractors) in 1990, initially building homes in Snohomish County. We moved the company to the Kitsap Peninsula in 1995. As we expanded to land development, we also added extensive Navy projects, commercial and multi-family work. We are excited to construct a 91 apartment complex (Arendal) in Poulsbo, providing much needed housing. Our greatest asset is our diversified workforce of 33 employees. At Chinook Contractors, we hire for full-time, 40-hour week and offer great benefits. Many of our employees have been with us for years.”

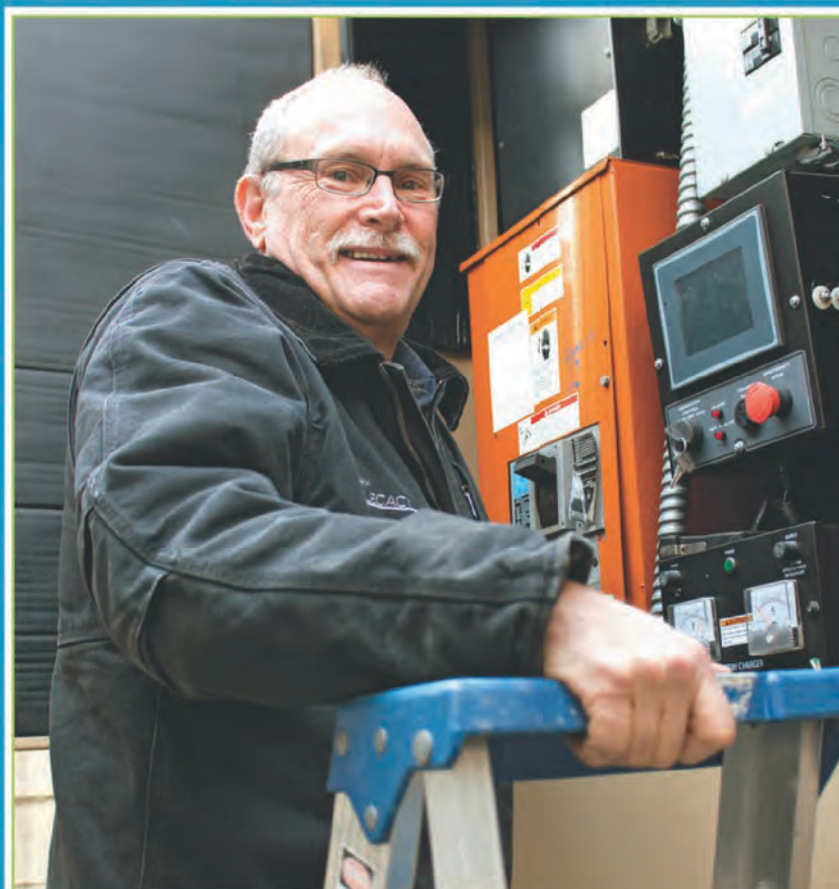


Chinook Contractors • Silverdale
chinookcontractors.com

KITSAP COUNTY | POSITIONED FOR PROSPERITY



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360-377-9499 • www.kitsapeda.org



Doing Business in Kitsap Is Like Working In My Own Backyard

“ Legacy Communications is a multi-faceted business offering emergency standby services, fuel-storage management (including fuel testing, polishing and cleaning), generator sales and maintenance. We work for a wide variety of companies and individuals — from medical to municipalities — anyone needing state-of-the-art continuation of services. There’s a lot of business for us on this side of the bridge and we appreciate the clients we serve on a 24/7 basis.”



Dan Bergstrom, Sales Manager
Legacy Power System
Olalla • 253-858-0214

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Kitsap Is Business Friendly

“ In March 2002, I started my construction company in Seattle. By July of that year, I had moved it to Bremerton. 72 percent of the work Newton Building & Development, LLC does is Navy contracts. It made sense to move to the area where our primary customer was located, quality workers were available and the cost of living was lower. We have since expanded our customer base to include commercial property owners and local governments who value working with a general contractor that they can trust. The Kitsap Peninsula is a great place to run a business and raise a family.”



Roger Newton, Owner
Newton Building & Development
Bremerton • 360-377-4130
newtonbd.com

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(From L to R) Julie Khan, Contoller/Principal; Jennifer Montgomery, President/Chartering Broker/Principal; Kelle Horn, Vice President/Chartering Broker/Principal

Navigating International Waters from Bainbridge

“ This business has its own culture and language. We are part of a small niche of people around the globe moving cargoes worldwide. We pair up millions of tons of bulk cargo with ocean carriers and negotiate ocean freight rates and contract terms. In 2016, we obtained a women-owned small business certification and have expanded our business to include contracts providing vessels we charter to the U.S. Government. Part of our success is that we have worked together for a long time and complement each other’s strengths. As moms we are vested in the community and love the Northwest lifestyle. Working internationally while living in this time zone can be challenging but, — it’s Monday morning somewhere and there is cargo to move! ”



Jennifer Montgomery, Kelle Horn & Julie Khan
Pacific Rim Shipbrokers, Inc., Bainbridge Island
206-780-1575 • pacrimfix.com

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From Left | Dave Erickson, President; Andy Peters, Director Markets; To Right: | Ralph Ford, Technical Manager

We are a Kitsap County Business, Shipping Around the World

“ A Kitsap company founded in 1997, Pacific Netting provides exclusion, guidance, and collection solutions for fish and debris at hydropower and energy facilities around the world that protect environment and satisfy regulatory concerns. Using materials and techniques originally developed for the commercial fishing and industrial maritime sectors, we assist communities in finding a better balance between energy, water and the environment; helping to reestablish river connectivity while providing good jobs and career opportunities for those in our community. ”



Dave Erickson, President/Owner
Pacific Netting Products, Kingston
360-297-0858 • pacificnettingproducts.com

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We are Excited for the Future of Kitsap

“ As a fifth generation Kitsap resident, I am blessed to work in a field I love, yet still remain close to home. Help Desk Cavalry was founded in 2013 with the idea to help companies grow their business with confidence in their technology. We have grown significantly since then, having more than 20 team members to serve our clients. Taking good care of our staff has always been the key to our success with the understanding that by doing so, they will take care of our clients. We also encourage our team to get involved in the community — Rotary, Bainbridge Performing Arts, Boys & Girls Club, YMCA, Kathleen Sutton Fund, and a number of other non-profits — we strive on making Kitsap communities a better place to live. ”



Steve Treanor, President/CEO
Help Desk Cavalry, Bremerton
360-930-6990 • helpdeskcavalry.com

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We Like the Small Town Feel of Doing Business in Kitsap

“My Dad, Robert Price, started Westbay Auto Parts in downtown Port Orchard in 1961. We now have 13 stores from Gig Harbor to Port Townsend, and Shelton. We have approximately 180 employees. We are locally owned and operated, active in our communities. Taking care of the customer is our core value, and we practice it every day.”



Ken Price, President
Westbay Auto Parts
westbayautoparts.com

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360-377-9499 • www.kitsapeda.org



Community Bonds Are Key to Our Success

“My grandfather opened Minder Meats in 1943 in Kitsap County. We operate the only USDA inspected facility in Kitsap, offering Hand-selected, Mid-western, Corn-fed Beef and USDA choice Prime Rib Black Angus Beef, along with poultry, pork and seafood to over 250 hotels, restaurants and institutions in Puget Sound.”



Jim Carlson, Owner
Minder Meats, Inc. • Bremerton
360-479-0880 • mindermeats.com

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Kitsap Offers A Great Employee Base

“GTR Technologies, Inc. designs and develops all the products we offer. Our small, Kitsap-based company even won Home Depot’s Top 10 New Product award. GTR’s products are primarily sold at Lowe’s, Home Depot, Costco and Amazon. We built our headquarters in 2004 in the Port Orchard Industrial Park, employing key 14 people. We also employ 160 production people at our manufacturing plant in China.”



Tony Branham, Business Development
GTR Technologies, Inc., Port Orchard
360-876-2974 • gtr-inc.com

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Proud to Build Energy-Efficient Homes in Kitsap County

“I grew up in Bremerton, watching our neighborhoods grow. As an Army veteran, I wanted to build affordable and energy-efficient housing to help our community. We have approximately 20 employees including my wife, brother and mother. I am proud to be a family-owned business named after my grandfather, Marwood.”



Rueben Gardner, Owner
Marwood General Construction, Poulsbo
360-328-3322 • marwoodgc.com

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360-377-9499 • www.kitsapeda.org



EXCEPTIONAL RESULTS WITH... EXTRAORDINARY PEOPLE

“Based out of Bremerton, Skookum has been creating opportunities for people of all abilities for over 30 years. Supporting more than 1,300 workers, Skookum operates over 30 contracts on government and commercial installations within 12 states, including Washington D.C. Skookum, meaning ‘strong and well built’ in the Chinook jargon, began in the Pacific Northwest. It has grown to be nationally recognized with the social mission of supporting and creating opportunities for people with disabilities, with an emerging focus on Veterans and Wounded Warriors. Skookum’s lines of business are diverse and include; total facilities management, vehicle maintenance, aerospace manufacturing, hospital housekeeping, and more with a commitment to excellence, open communication and an outstanding workforce.”



Skookum Contract Services
www.skookum.org
360-475.0756 • info@skookum.org

KITSAP ▶ more community, less commute



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360-377-9499 • www.kitsapeda.org



We Do Business Nationwide From Right Here in Poulsbo

“I created the Baker Hanger in 1994 because as an avid surfer, my wet suits were being destroyed by regular hangers. My background in mechanical engineering helped me to design the Baker Hanger. We now provide specialized hangers for water sport, motorsport, government and industrialized usages.”



Scott Baker, Owner
Baker Hanger, Poulsbo
360-779-7273 • bakerhanger.com

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New Leadership



Joe Morrison

Joined KEDA as new Executive Director Oct 1.

EXPERTISE

- Startups & Funding
- Strategy & Innovation
- MBA Adjunct – Entrepreneurial Finance

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Kitsap Sun

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BUSINESS JOURNAL

Joe Morrison brings innovative approach to economic development in Kitsap County

Nathan Evans Regional economy
Published 8:00 a.m. PT Oct. 5, 2020

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In his final Business Journal column as Executive Director of the Kitsap Economic Development Alliance, John Powers reflected on nine years of service with the organization and to our community. John's outlook is one of gratitude and hope — an outlook I share as I look back at his accomplishments and consider the foundation he built for our organization's future.

John, thank you for your time with us — your kindness, optimism and dedication to the prosperity of Kitsap. We wish you the very best in your retirement.

When John announced his intent to retire earlier this year, the KEDA board of directors launched a nationwide search for our next Executive Director. Led by Monica Blackwood, immediate past chair and CEO of West Sound Workforce, we reviewed dozens of candidates from around the country, interviewed the best and ultimately found our match close to home.

What were we looking for in our next leader? Creative thinking, experience and an entrepreneurial spirit. Passion for Kitsap as a place to work and live. Commitment to seeing our business community through the pressing challenges of COVID-19 and racial inequity.



Nathan Evans Kitsap Economic Development Alliance / Contributed Image

Advertisement

DEI TASK FORCE

KEDA is committed to reimagining economic development as inclusive and equitable, unfettered by the systemic barriers that undermine the vitality of our regional economy. In 2020 we established a diversity, equity, and inclusion (DEI) task force, composed of community business and education leaders, to provide input and recommendations to KEDA leadership for prioritizing this inclusive vision. In 2021, we are implementing the recommendations of that task force and working to build an enduring focus on inclusion into the organization.



DEI TASK FORCE



Monica Blackwood

KEDA Board / West Sound Workforce



Nathan Evans

KEDA Board Chair / Microsoft



Tracy Flood

Attorney / NCAAP



Greg George

KEDA Board/ Suquamish Tribe



Shaylynn Houston

Seattle Goodwill



Alanna Imbach

KEDA Board / Vibe Coworks



Erin Leedham

KEDA Board Vice Chair/ Kitsap Mall



Cheryl Nuñez

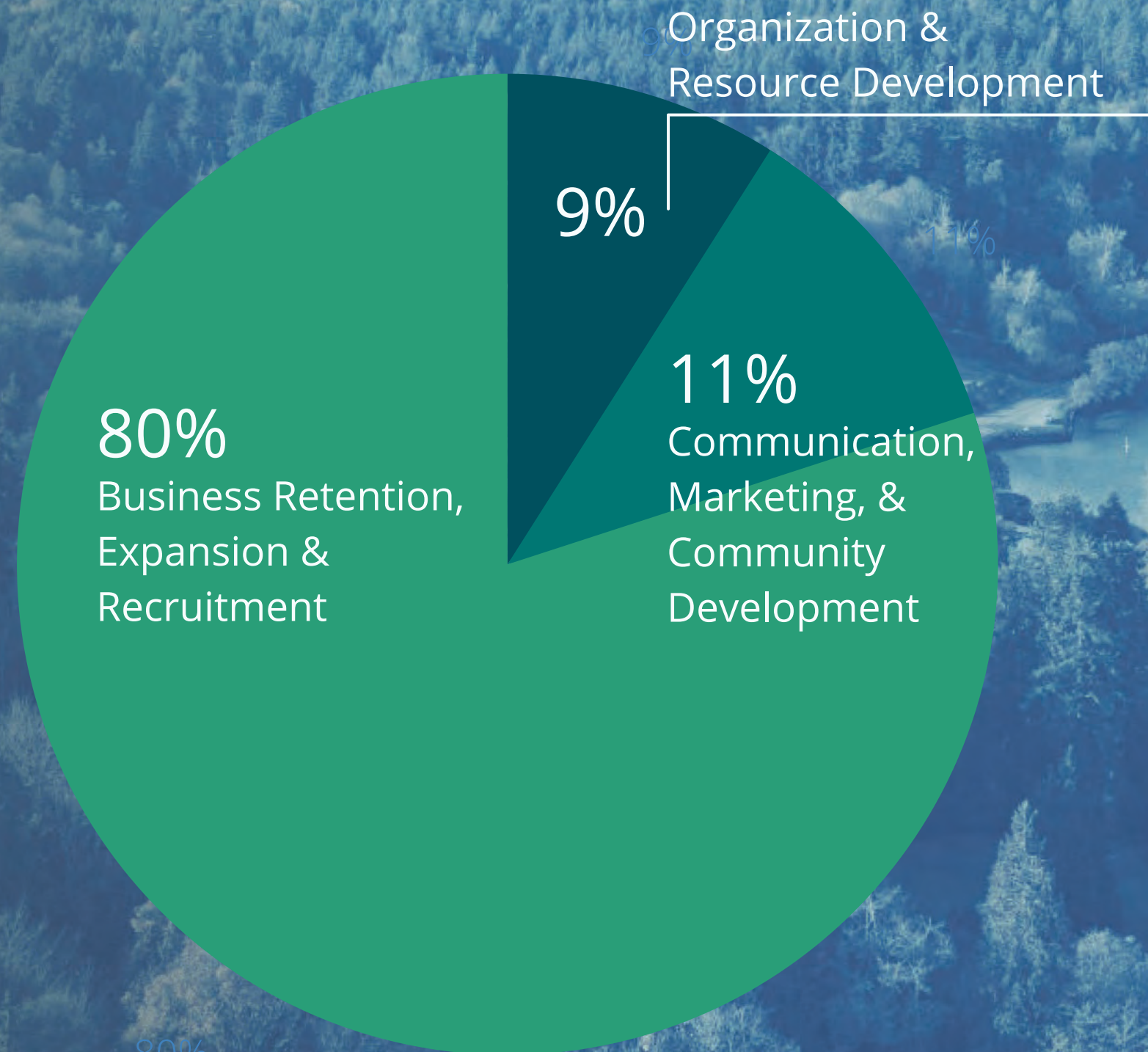
Olympic College



Aljollynn Sperber

Ladybox

Statement of Finances Income & Expenses



Statement of Accrual Basis Financial Income & Expense	
INCOME SOURCES	2020
Private Sector	
Partner Investments	\$ 133,150
In-Kind Investments	\$ 14,850
Total Private Sector	\$ 148,000
Public Sector	
State ADO Contract	\$ 102,687
Kitsap County Contract	\$ 100,000
Public contracts	\$ 99,000
Grants - PTAC, EIDL, COVID Fees (Including In-Kind)	\$ 142,794
Total Public Sector Income	\$ 444,481
Event Income (Including In-Kind)	\$ 21,520
Total KEDA Operating Income	\$ 614,001
KADA Restricted Income	\$ 18,750
Total Income	\$ 632,751
EXPENSES	
Advertising, Marketing & Events	\$ 44,375
Personnel	\$ 383,378
Operations & Administration	\$ 125,591
Total KEDA Expenses	\$ 553,344
KADA Marketing Expenses	\$ 1,531
Total Expenses	\$ 554,875
Net Ordinary Income	\$ 77,876
OTHER INCOME & EXPENSES	
Interest Income	\$ 164
Depreciation Expense	\$ (5,278)
Net Income	\$ 72,762

COVID Related Passthrough Grants Managed by KEDA
Not Included as KEDA Income or Expenses Above \$ 577,446

KEDA'S WORK HAS NEVER BEEN MORE IMPORTANT

What we do is about **Kitsap**.

Kitsap, together is more important than ever.

BUSINESS RETENTION
EXPANSION &
RECRUITMENT

COMMUNICATION,
MARKETING, &
COMMUNITY
DEVELOPMENT

ORGANIZATION &
RESOURCE
DEVELOPMENT

Thank you for your continued support!

