

KITSAP ECONOMIC
DEVELOPMENT ALLIANCE

ANNUAL PLAN 2021 OVERVIEW

KEDA'S WORK CATEGORIES



I. Business Retention,
Expansion & Recovery



II. Organizational &
Resource Development



III. Communications,
Outreach & Marketing



IV. Focus
Areas



I. BUSINESS RETENTION, EXPANSION AND RECOVERY

The Core of KEDA

COVID-19 Recovery

Grant Capacity

(BRER01-05)

Bainbridge Grant

Working Washington 4 Communications

Federal & SBA Relief Promotion

DEI Grant Marketing

Unforeseen Grant Programs

Core Business, Retention and Expansion

(BRER06-09)

Procurement & Technical Assistance Center (PTAC)

Shop. Eat. Spend. Kitsap

I. BUSINESS RETENTION, EXPANSION AND RECOVERY

The Core of KEDA

Other Business Retention,
Expansion and Recruitment
(BRER 10-13)

Business Inquiry Responses

Recruitment Strategy

Miscellaneous / Unforeseen Projects

Commerce Performance Metrics

II. ORGANIZATIONAL & RESOURCE DEVELOPMENT

GROWING KEDA AND COMMUNITY CAPACITY

Purpose

(ORD01-02)

Mission, Vision and Values

Bylaw Rewrites

External Capacity

(ORD03-05)

Published Reports

Input for Kitsap County Dept. of Community Development

Cluster Acceleration Grant Application

Board and Membership

(ORD06-11)

Business Briefings

Board Committee Engagement

Board Retreat

Public Partner Engagement Schedule

Dues Investment Target

Investor & Board Communications



II. ORGANIZATIONAL & RESOURCE DEVELOPMENT

GROWING KEDA AND
COMMUNITY CAPACITY

Operational Enhancements

(ORD12-16)

Calendaring

Accounting

Staff Position Descriptions

HR Improvements

Staff Development and Certification

Tech

(ORD17-18)

New Website

CRM

III. MARKETING, COMMUNICATIONS AND OUTREACH

GATHERING KITSAP
AMPLIFYING OUR
MESSAGE



Community
(COM01-03)

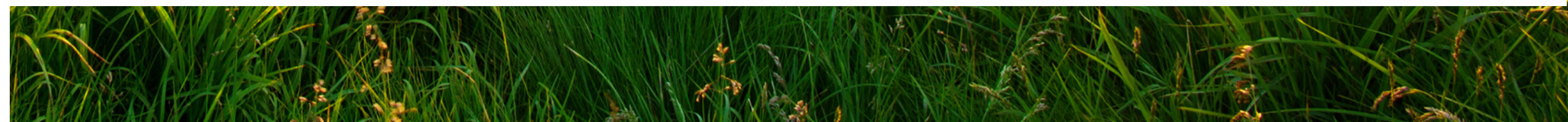
Community Engagement
Overlooked Outreach
Advocacy

Events
(COM04-05)

Flagship Events
Kitsap Digital Hour

Investors
(COM06-07)

Investor Relations
Investment Level
Revamp



IV. FOCUS AREAS

THREE COMMITTEES WORKING
TOWARD KITSAP'S FUTURE

**DIVERSITY, EQUITY
AND INCLUSION**

CONTINUING FROM 2020

**ENTREPRENEURSHIP
& INNOVATION**

APRIL 2021

DEFENSE

JUNE 2021

2021 BUDGET

INCOME

Private Sector

Partner Investments	\$140,150
In-kind Investments	\$16,500
Total Private Sector	\$156,650

INCOME

Public Sector

State ADO Contract	\$102,687
Kitsap County Contract	\$100,000
Public Contracts	\$106,750
Grants (Including In-Kind)	\$79,128
Total Public Sector	\$388,565
<u>Event Income (Including In-Kind)</u>	<u>\$8,950</u>
TOTAL INCOME	\$554,165

EXPENSES

Advertising, Marketing and Events	\$62,551
Personnel	\$362,537
Operations & Administration	\$125,915
Total Expenses	\$551,003
 Net Ordinary Income	 \$3,162

ONE KITSAP

**What we do is about Kitsap.
Kitsap, together is more important than ever.**



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