

KITSAP ECONOMIC DEVELOPMENT ALLIANCE

2021 KEDA ANNUAL REPORT

March 30, 2022



KEDA'S VISION:

Economic Vitality for All - in One Spectacular Place

KEDA'S MISSION:

To facilitate healthy economic growth and investments that support livable, resilient communities, fueled by innovation and the diverse people and businesses of Kitsap.

KEDA 2021 PANDEMIC -YEAR TWO

PRIORITIES:

- Focus on Business Retention
 - PTAC
 - Bainbridge Small Business Grants
 - Working Washington 4 Promotion
 - Federal SBA Relief Promotion
 - Shop.Eat.Spend.Kitsap
- Communication & Collaboration



Business Retention, Expansion & Recovery

388

CLIENT ASSISTS

161

RESEARCH & DATA REQUESTS

3628

TOTAL EMPLOYEES IMPACTED

151

UNIQUE CLIENT ASSISTS

YOUR KEDA PTAC TEAM



Kathy Cocus
Program Manager



Mary Jo Juarez
Business Counselor

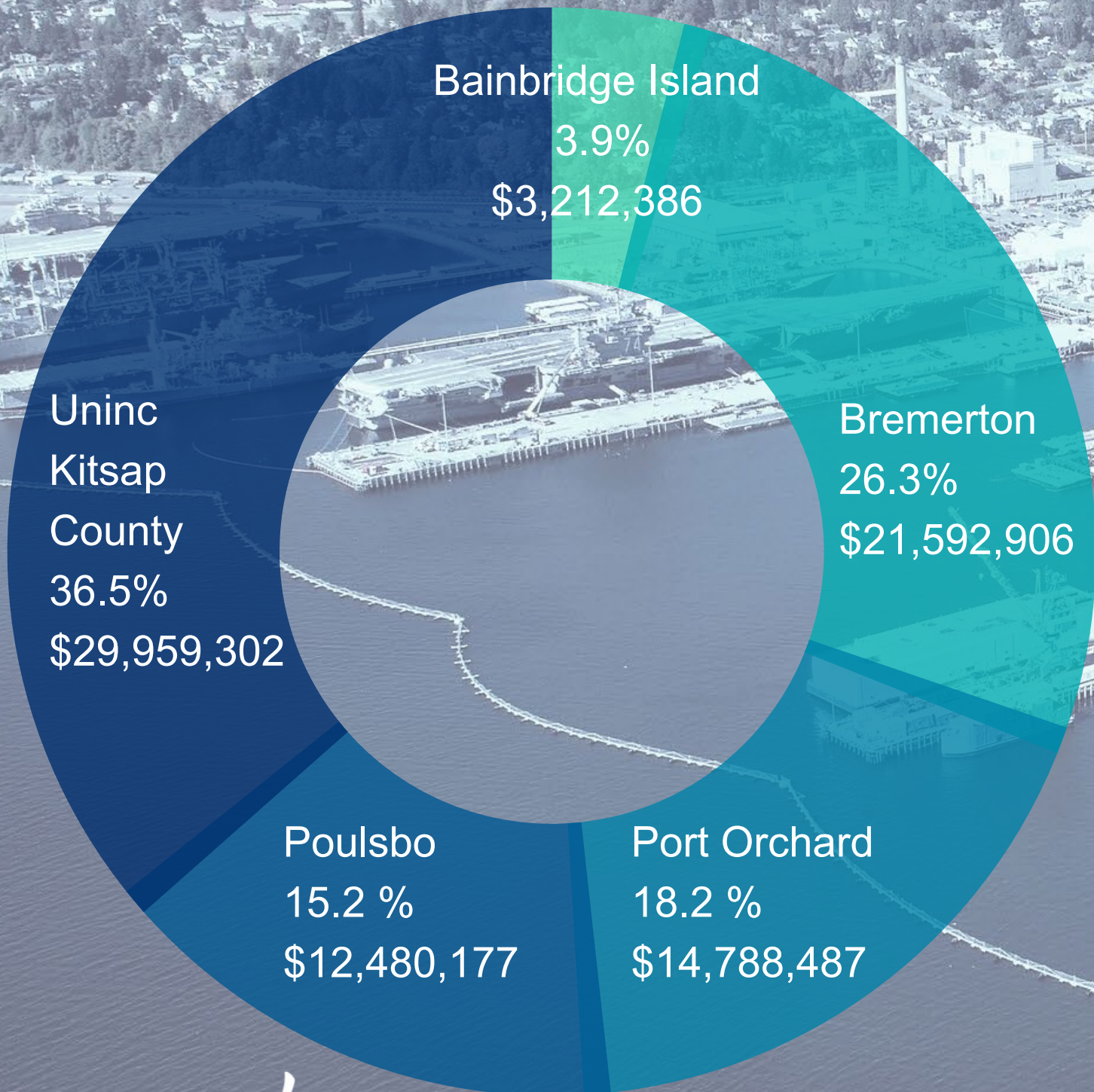


Mona Carlson
Super Star Volunteer Contracting Specialist



Terry Homburg

103	Unique Kitsap clients
485	Counseling sessions
448.2	Hours counseling and prep
35	PTAC classes & co-hosted events
74	Class hours
299	Total class attendees (WA state)



DEPT OF NAVY: \$44,999,333

NAT'L PARKS: \$12,006,597

NASA: \$6,948,852

VA: \$5,294,564

ARMY: \$2,602,056



WWSBG 1: Working Washington Small Business Emergency Grants: One Year Later

35 of the 36 awardees were still in business

271

EMPLOYEES
PRE-COVID

209

EMPLOYEES
MAY 2020

266

EMPLOYEES
MAY 2021

"Without this grant my business would have had to close. I am very grateful for being a recipient of the WWSBEG!"

"It allowed to cover rent and operational expenses while I had a governor mandated shutdown of operations"

Q4 Focus: Shop Local Campaign

280%

Facebook new members (Sept-Dec 2021)

343 members to over 1100!

- **7.12%** Engagement Rate / Total engagement: 6,180 Facebook (avg for brands & orgs is 1%)
- Engaged audience with video reels, live shopping events, polls & webinars
- Recognized with **Statewide Economic Development Award for Economic Response & Recovery**



SHOP



EAT



SPEND



KITSAP

**Do your part this holiday season
by supporting Kitsap's
small businesses!**

#ShopKitsap #EatKitsap #SpendKitsap



www.ShopEatSpendKitsap.com

KITSAP DIGITAL HOUR - Monthly Webinars

Shareable from blog,
& social media

Timely & topical content
Subject matter experts

Audience participation
encouraged

Kitsap Digital Hour | Apr 1st 11am

KITSAP'S BROADBAND FUTURE

Bob Hunter,
General Manager of KPUD
& **Angela Bennink,**
Telecommunications Business Manager



KITSAP ECONOMIC DEVELOPMENT ALLIANCE

REGISTER NOW! <http://kitsapeda.me/KDH>

KITSAP DIGITAL HOUR

THE GREAT COVID SHE-CESSION

Society at a Crossroads. What's next?

Sept 9th | 11a-12:30p

Women are being disproportionately impacted in the COVID-19 economy and many have been forced to leave jobs and careers to manage the demands of remote schooling and lack of childcare. What will be the long-term impact of the she-cession?



Anneliese Vance-Sherman, Ph.D.
Regional Labor Economist
State of Washington

Kristal Thomas
CEO & President
Express Employment Professionals

Tara Kirk Sell, Ph.D.
Sr. Scholar & Asst. Professor
Johns Hopkins Center for Health Security

Holly Tedford
Child Care Operations Director
YMCA of Pierce & Kitsap Counties

HOW TO SUCCEED IN BUSINESS COVID Edition!

June 3rd - 11 am

<http://kitsapeda.me/KDH>

This month's Kitsap Digital Hour features **Nancy Austin, KCR BE\$T program manager** who will share info on how BE\$T assists **entrepreneurs** who are ready to start a new business and **existing businesses** who want to improve their business practices.

Also featuring:
Manny Bautista, Blue Trident
Laurieann Aladin, Manchester Grill

KITSAP ECONOMIC DEVELOPMENT ALLIANCE

www.kitsapeda.org



info@kitsapeda.org

Social Media Reach



1.4K
FANS



1.3K
FOLLOWERS



SOCIAL MEDIA REACH



YOUTUBE VIEWS



GOOGLE SEARCH: KEDA

Published Reports



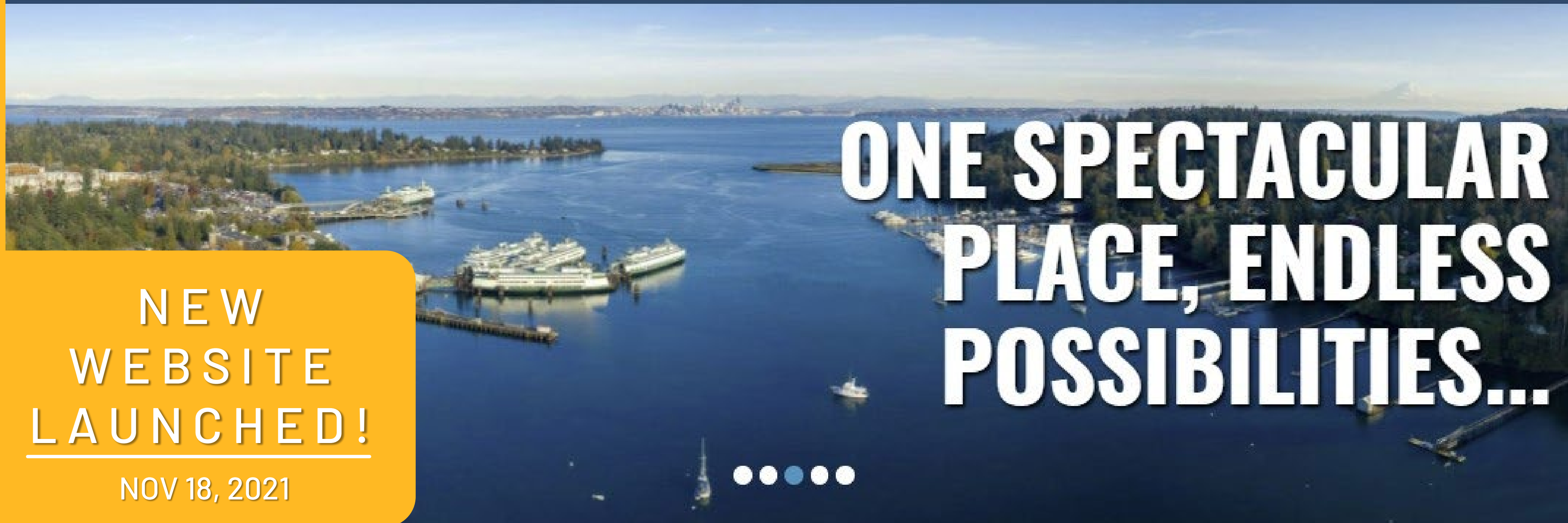
Kitsap County 2020 Top Employers PRIVATE SECTOR

Company/Organization	Sector	Total
St. Michael Medical Center and Franciscan Medical Group	Healthcare	1,869
Port Madison Enterprises	Hospitality; Retail; Gaming	628
YMCA	Nonprofit	490
Lowe's ¹	Retail	468
Kitsap Mental Health Services	Healthcare	449
Haselwood Auto Group ²	Retail	441
The Doctors Clinic	Healthcare	435
Fred Meyer (2 stores) ²	Retail	432
McDonald's (Peninsula office)	Restaurant	425
Town & Country Markets (Corp. Office, 2 stores)	Retail	365
The Point Casino/Flying Eagle (PGST)	Hospitality; Retail; Gaming	320
Albertson's ¹	Grocery	300
Peninsula Community Health	Healthcare	297
Crista Ministries (Shores)	Recreation; Healthcare	295
Starbucks ²	Restaurant	294
Kitsap Credit Union	Financial Institution	285
Kitsap Bank	Financial Institution	280
Jacobs Engineering	Engineering	253
SAFE Boats International	Marine	250
Delphinus Engineering ¹	Engineering	249
Stafford Healthcare ²	Healthcare	232
Martha and Mary ³	Healthcare	227
Kaiser Permanente ²	Healthcare	221
Sound City Foods dba Burger King ²	Retail	219
Encore Communities ²	Healthcare	213
Costco ¹	Retail	196
John L. Scott (countywide) ²	Real Estate	186
Kitsap Community Resources	Social Services	180
Watson Furniture Group	Manufacturing	176
Westbay Auto Parts	Retail	160
Raytheon ²	Defense Contractor	149

¹ Mergent as data source
² Axle Data as data source
³ FTE reported vs. Headcount
⁴ Employment Security Department (WA State)

Tabulated by Western Washington University
 Employment counts as of 12/31/2020
 KEDA and WWU not responsible for non-reporting or inaccurate reporting





**NEW
WEBSITE
LAUNCHED!**

NOV 18, 2021

**ONE SPECTACULAR
PLACE, ENDLESS
POSSIBILITIES...**



KITSAP - INCLUSIVE, THRIVING AND INNOVATIVE

Kitsap offers exceptional quality of life plus all the benefits of the Seattle region without the gridlock and high



Communication & Outreach: Print

- Monthly Ads & Column in KPBJ
- 6 - ads per year in West Sound West Sound Living

BUSINESS JOURNAL

A year's long, shared lesson in humility

Joe Morrison Regional economy
Published 8:52 a.m. PT June 22, 2021

View Comments

You're not okay.

Maybe you are. I hope you are. But you're probably not.

Perhaps, like most Americans, you're fortunate: No one you know has died of COVID-19. Only a handful of people you know got sick. Maybe you're even luckier: The house or apartment you live in is fine, you still have a home. The job or business you have continues to tick along. The school year was tough, but the kids made it through. Maybe you made a little money, maybe you made a lot.

The reason you're not okay, it turns out, is you still lost something: The things you're used to, the life you used to live.

Over the course of the last year most of us have missed seeing others, stopped going to social events, and confined ourselves to our households. We've spent a lot of time indoors, with a lot fewer people. We've shopped with masks instead of friends, holding our breath and rushing to get out of stores. We've resigned ourselves to watching old films or reruns at home, relying on Netflix nightly. We've had to look forward to weekly Zoom calls with loved ones, instead of spending time together in person.



Local Support Is Amazing

“Seven years ago, I opened Plum on Bainbridge Island. My background includes the founding of Bloedel Reserve's gift shop, a buyer at Frederick & Nelson and other retail positions. With Plum, I have truly found my niche. I love the ability to transform and recreate the shop. Plum is the perfect blend of local people and visitors coming into the shop.”



Theresa Collier, Owner
Plum, Bainbridge Island
206-201-3654 • plumbainbridge.com

KITSAP ▶ more community, less commute



Cavalon II, 2021 NW Myhre, Suite 100 • Silverdale
360-377-9499 • www.kitsapeda.org

KITSAP DIGITAL HOUR

Help for Your Small Business
NEW TIME! Now on second Thursday of the month!



FINDING WORKERS THE NEW COVID CHALLENGE

July 8th - 11am

Your business survived COVID closures and restrictions. Now you're ready to ramp back up, but where are the workers? What's causing this problem? Are there solutions? Tune in July 8th for some surprising answers.

Michael Robinson, Administrator
Employment Security Department
WorkSource Clallam and Kitsap County

Monica Blackwood, CSP, SPHR, SHRM-SCP
President & CEO, West Sound Workforce

Sign up now! <http://kitsapeda.me/KDH>

PROTECTING YOUR BUSINESS, EMPLOYEES & BOTTOM LINE



Aug 12th - 11am

Insurance requirements make your head spin? In August we focus on the risk of cyber threats to your business, and the new WA State Long Term Care & Trust Act, and what it means for your business.

David Beck, AIF, CPFA | V P One Strategic Capital, Inc. will explain Washington State's new Long Term Care & Trust Act and what it means to business owners.

Dan Weedin, Principal of Emerging Risk Solutions. Dan is a risk management and insurance consultant who offers advice on protecting your business data, cyber security measures, and disaster planning measures you can take now.

KITSAP ECONOMIC DEVELOPMENT ALLIANCE
kitsapeda.org
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DEI: Intentional & Meaningful



DEI TASK FORCE

- Guidance and input
 - Business outreach (COVID relief grants)
 - Resource development
 - DEI RFP

INTENTIONAL MESSAGING/DISOURSE

- DEI Lens to ALL KEDA work
- Black History Month / KDH: Black Business Owners Panel
- Annual Meeting: Cheryl Nunez, Olympic College VP for Equity & Inclusion, "The Cost of Inequality"
- Exec. Director KPBJ Column (May 24, 2021) "Confronting a challenge that COVID exacerbated"
- BIPOC Business Forums x 2 (partnered with Bremerton REACT)
 - June 10th - Business Resources for BIPOC Businesses
 - Sept 9th - Opportunities in Government Contracting

DEI CONSULTING

- RFP issued July 2021 followed by review/selection/ award
- NEXT Organizational Consulting began work with staff & board

Entrepreneurship & Innovation Working Group



Group formed Spring 2021

- Meets 4th Tuesday of each month
- Tom Juarez, Chair, E & I Working Group
- Partners include: Johannes Schonberg, NavalX Tech Bridge; Nick Ellingsen, WTIA; Alanna Imbach; Vibe Coworks; Steve Maxwell, Kitsap Bank, Enrique Godreau, Aljolynn Sperber, Sana Bagersh, KEDA

Purpose: Care & Feeding of Kitsap's Entrepreneurial Ecosystem

Contributions:

- 1) Content for Global Entrepreneurship Month in Partnership with Washington Commerce
- 2) Winning Proposal to build WAV-C, the Washington Autonomous Vehicle Cluster

2021

The Big Things

- **2021 Virtual Economic Forecast**
 - Talent Attraction in the Age of Remote Work
 - COVID Updates
 - Working Women Panel
- **Get Out the Word Campaign**

Partnering with WEDA to promote state & federal business assistance programs:

 - PPP • EIDL • SVOG • RRF • USDA • WA State Flex Fund
 - WW4 • WSDA Sector Grants • DCYF (childcare)
- **Bainbridge Small Business Grant Program**
 - 40 business funded @ \$5000
- **Virtual Annual Meeting**
 - The Cost of Inequality
 - Small Business Support

2021

More Big Projects

- Investor Business Briefings:
 - Naval Base Kitsap, Capt. Richard Rhinehart
 - Gorst Coalition • Port of Bremerton

- Bylaws & Governance

- Vision & Mission

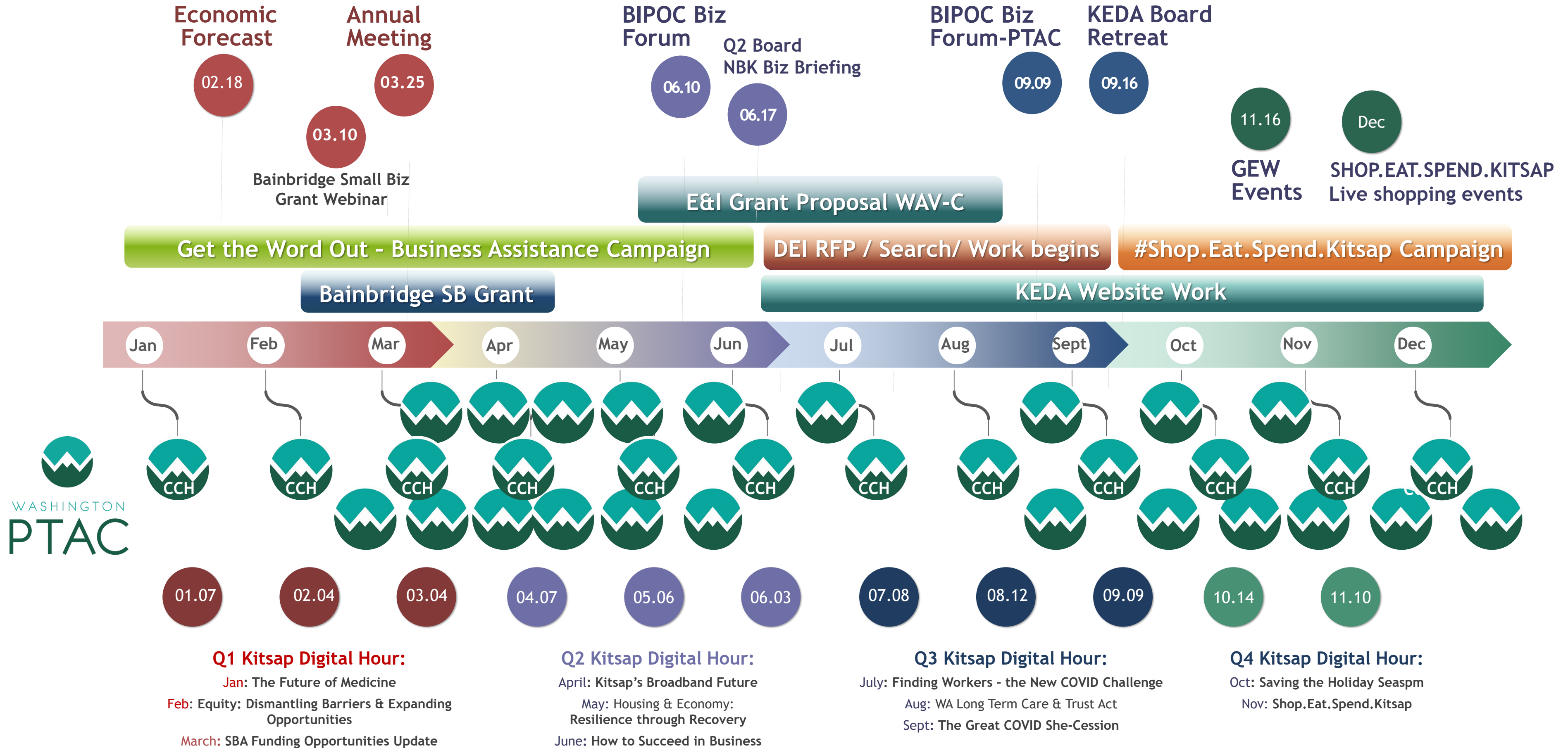
- Organizational Improvements & Efficiencies

- CRM Selection

- Other:

Advocacy for Gorst Coalition, expanding DBE status, economic development and small business priorities. Evaluating Community Project Funding (Congressman Kilmer). Increasing Public Sector Engagement by attending municipal EDC meetings, comments on zoning and buildable lands.

2021 KEDA's Work - A High-Level View



INVESTORS & PARTNERS



Washington State
Department of
Commerce



Virginia Mason
Franciscan Health™



Port Madison Enterprises
An Agency of the Suquamish Tribe



Kitsap Chambers



Workforce Orgs



Agency Partners



Service Orgs

KEDA Investor Members

Accountability Plus, Inc.
Art Anderson Associates
Bainbridge Chamber of Commerce
Bradley Scott
Bremerton Housing Authority
Cascade Natural Gas
City of Bainbridge Island
City of Bremerton
City of Port Orchard
City of Poulsbo
Executive Timeslice
Fairbank Construction
First Federal Bank
First Underwriters
Giant Leap (Excell Puget Sound)
Hearthstone CPA Group
Holly Ridge
Jim Carmichael & Associates
KCIB
Kingston Chamber of Commerce
Kitsap Bank
Kitsap Building Assoc
Kitsap County
Kitsap Credit Union
Kitsap Mall
Kitsap Public Facilities District


Kitsap Sun
Kitsap Transit
KLB Enterprises
Korsmo Construction
KPUD
Land Title Company
Liberty Bay Bank
Lyons Painting & Design LLC
Martha and Mary Child Care Facility
Mentor Company
Microsoft
Newton Building & Development
Nova Group, Inc
Olympic College
One Strategic Capital
OneBuild
Pacific NW Title
Paratransit Services
Peninsula Community Health Services
PME Construction
Port Madison Enterprises
Port of Bremerton
Port of Kingston
Poulsbo Chamber of Commerce
PSRC
Puget Sound Energy

Puget Sound Energy
Raydient Places+Properties
Raytheon
Rice Fergus Miller
SAFE Boats International
Silverdale Chamber of Commerce
Silverdale Water District
Skookum
Sound Publishing Inc.
Sound West Group
South Kitsap Chamber of Commerce
Southard Beckham Atwater & Berry
St. Michael Medical Center
Suquamish Tribal Council
Terry Homberg
The Doctors Clinic
Tim Ryan Construction
TMF CNC Machining
Town and Country Markets
United Moving & Storage
Visit Kitsap
Watson Furniture Group
West Sound Workforce
Westbay Auto Parts
Western Washington University
Wet Apple Media

KEDA 2021 / 22

Statement of Finances Income & Expenses

	As of 01/01/21	As of 01/01/22
Checking	\$ 107,239	\$ 160,425
Reserve Savings	\$ 75,413	\$ 100,591
Available Funds from Prior Periods	\$ 182,652	\$ 261,017

		2021 Actuals & 2022 Budgeted	
		Income & Expense on the Accrual Basis	
INCOME SOURCES		2021	2022 BUDGET
Private Sector			
Partner Investments		\$ 130,250	\$ 140,150
In-Kind Investments		\$ 32,719	\$ 17,000
Total Private Sector		\$ 162,969	\$ 157,150
Public Sector			
State ADO Contract		\$ 120,405	\$ 138,123
Kitsap County Contract		\$ 100,000	\$ 100,000
Public contracts		\$ 95,500	\$ 109,000
Grants - PTAC, COVID Fees, Shop Eat Spend, WAV-C		\$ 175,470	\$ 372,416
Total Public Sector Income		\$ 491,375	\$ 719,539
Event Income (Including In-Kind)		\$ 14,110	\$ 7,500
Total Income		\$ 668,454	\$ 884,189
EXPENSES			
Advertising, Marketing & Events		\$ 51,570	\$ 65,000
WAV-C Grant Expenses		\$ -	\$ 250,000
Personnel		\$ 363,370	\$ 410,000
Operations & Administration		\$ 128,680	\$ 189,282
Total KEDA Expenses		\$ 543,620	\$ 914,282
Net Ordinary Income		\$ 124,834	\$ (30,093)
OTHER INCOME & EXPENSES			
Funds from Prior Period Accumulations		\$ -	\$ 40,000
Net Fund Balances		\$ 124,834	\$ 9,907

ONE KITSAP

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

Founding Investors:



Washington State
Department of
Commerce



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