



City of Shoreline | 17500 Midvale Avenue North | Shoreline, WA 98133
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Meetings are conducted in a hybrid format with both in-person and virtual options to attend.

SHORELINE CITY COUNCIL WORKSHOP DINNER MEETING

Monday, February 13, 2023
5:45 p.m.

Conference Room 303 · Shoreline City Hall
<https://us02web.zoom.us/j/84583314568>
Phone: 253-215-8782 | Webinar ID: 845 8331 4568

	<u>Estimated Time</u>
1. CALL TO ORDER	5:45
2. WELCOME AND INTRODUCTIONS	5:46
3. SHORELINE CHAMBER OF COMMERCE	5:56
• Strategic COVID-19 Economic Partnership – Outreach, Recovery and Retention	
• Reflecting Back and Strategic Planning	
• Discussion	
4. ADJOURN	6:45

Any person requiring a disability accommodation should contact the City Clerk's Office at 206-801-2230 in advance for more information. For TTY service, call 206-546-0457. For up-to-date information on future agendas, call 206-801-2230 or visit the City's website at shorelinewa.gov/councilmeetings.



Memorandum

DATE: February 6, 2023

TO: Shoreline City Council

FROM: Nathan Daum, Economic Development Program Manager

RE: Dinner Meeting with Shoreline Chamber of Commerce

CC: Bristol Ellington, City Manager
John Norris, Assistant City Manager

Introduction

This meeting is intended as an opportunity for the Shoreline Chamber of Commerce (Chamber) and the City Council to discuss topics of mutual interest and share information in an informal setting. Due to the COVID-19 Pandemic, a February 2020 Dinner Meeting between Council and the Shoreline Chamber was postponed indefinitely. Staff is pleased that this dinner meeting has finally been rescheduled and looks forward to tonight's discussion.

Background

The Chamber was founded in 1976 and is still going strong today. They are an all-volunteer organization with an 11-member board of directors, plus up to three non-voting advisory positions. The City's Economic Development Program Manager position serves as an ex-officio position on the Chamber Board, which provides for information sharing and partnership benefiting both organizations.

The current Chamber membership is about 65 businesses, down from about 150 prior to the Pandemic. The Chamber has meetings and events several times per month, including board meetings, committee meetings, membership luncheons which are open to the public, as well as both morning and evening open networking events.

The Mission of the Chamber is to "support the Shoreline business community through networking opportunities, business education, and partnerships with nonprofit & public agencies." The Chamber strives to hold this mission up as part of every meeting and event they have.

Strategic COVID-19 Economic Partnership – Outreach, Recovery and Retention

Since early 2020, the Chamber and City have been strong partners in the recovery of Shoreline’s small businesses from the economic impacts of the Pandemic. This included intensive communication, collaboration, email notifications and other information sharing. The City shared with the Chamber an opportunity to utilize King County funds to distribute emergency grants to small businesses. This led to the hiring of a contract staff person to oversee the grant program and the distribution of thousands of dollars to local small businesses in Shoreline and Lake Forest Park. When the City administered the local implementation of the first round of the state’s Working Washington grant, and again when the City administered direct grants of up to \$20,000 in CARES Act dollars, the Chamber was an important partner in promoting these opportunities. The Chamber also was also instrumental in getting the word out about other City small business support measures, such as B&O tax deferral and outdoor dining regulations.

With the City’s decision to dedicate \$500,000 of its federal American Rescue Plan Act funding to Small Business Recovery, the City and Chamber strengthened their partnership of support for small businesses with a dedicated Small Business Outreach Consultant focused on data collection, analysis, and recommendations for small business recovery. One recommendation, to establish a small business advising program, has now been implemented with an agreement between the City and Small Business Development Centers of Washington (SBDC). The Washington SBDC has hired a small business advisor who will be based at the business school at Shoreline Community College through a separate but related agreement between the SBDC and the College.

Reflecting Back and Strategic Planning

More recently, the Chamber has held several meetings focused on planning and visioning, including a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis workshop. These sessions served to crystalize the Chamber’s mission, goals, and intentions for 2023 and beyond. The following information provides both a look back over the last couple of years of the Chamber’s accomplishments and challenges, and a look forward for what’s hopefully to come.

Review of 2020-2022 Looking Back - Pandemic Impact

Accomplishments:

- Strengthened City of Shoreline partnership, essential to Chamber accomplishments through the Pandemic;
- Worked with the City to hire Business Outreach Specialist Selam Habte;
- Made new connections in music and live event industry;
- Distributed grants to businesses in need;
- Supported establishment of SBDC in Shoreline;
- Maintained many important business community relationships; and
- Offered free education and networking to businesspeople via Zoom.

Challenges:

- Virtual meetings stalled community networking momentum;

- ‘Survival mode’ meant diminished enthusiasm among volunteers; and
- Overall decrease in membership since before the Pandemic.

Looking Forward - 2023 Momentum and Goals

Momentum - Already in Progress:

- Meetings are in person again, enhanced with a hybrid option; and
- Events are well-attended, with over 50% of membership participating on a regular basis.

Goals for 2023:

- Build membership back to pre-Pandemic levels, continuing the recent momentum of post-Pandemic growth now underway;
 - Decreased membership means the Chamber has fewer volunteers to help with committees and bringing in new members than they had before; a challenge this year is to prioritize so they can be successful in meeting their growth goals, while still supporting their biggest advocates and helpers;
- Return to pre-Pandemic events and education schedule to continue to respond to and leverage the enthusiasm and turnout of members and prospective members at recent events.

Intentions for 2023:

- Partner with Farmers Market to provide promotional opportunity for members; and
- Focus on Diversity, Equity and Inclusion (DEI) where possible; the Chamber leadership is passionate about increasing the diversity of the organization.

Proposed Discussion Questions

To help support and generate discussion between the City Council and the Chamber members in attendance at tonight’s Dinner Meeting, staff have prepared the following discussion questions for Council’s consideration:

- As the Chamber helps local businesspeople emerging from the Pandemic, what are some of the key issues of the business community and how can the City help?
- What are some future opportunities for the City with a larger, more inclusive Chamber as a partner on economic initiatives?
- How can the City and Chamber partner to support one another's diversity, equity, and inclusion goals?
- How can the Council help the Chamber accomplish its goals for 2023, and vice versa?