

Greater Seattle
Economic Partnership Charter
September 3, 2019

Preamble:

We, in the Greater Seattle region, believe every person should have the opportunity to prosper. We operate in a globally competitive environment, and the public and private sectors have reinforced the need to work together as one region to compete effectively. We will establish a new standard for economic development that strengthens and unifies our region's economic-development efforts and creates a welcoming environment for existing and new business and investment that results in a positive reputation for the region and drives prosperity and opportunity for all.

Principles:

- **One Region:** The Greater Seattle region is a dynamic, globally competitive, and innovative regional economy. The future economic success of the region is based on mutual support of the collective Partners. The Partners include private and public sector economic development organizations who are committed to work together to reach shared economic development goals and objectives. The Partners:
 - Believe that if a company locates or expands anywhere in the region that it is a “win” and an economic benefit for the entire region;
 - Understand that marketing the region nationally and globally for business, investment, and talent attraction supports all cities and counties in the region;
 - Agree to enhance the capacity and skills necessary to mutually support each other's efforts to attract, retain, and grow businesses, investment, and talent; and
 - Work collaboratively to attract new business, investment, and talent to the broader region.
- **Enhancing Communication:** Establishing and enhancing communication channels is an important foundation for regional economic development cooperation and success. Therefore, the Partners will:
 - Foster open and honest dialogue to enhance the region's economic development work;
 - Share economic development strategies, goals, objectives, and capabilities to ensure alignment and establish realistic expectations and outcomes;
 - Honor the entire lead management process and ensure that it is executed consistently and fairly;
 - Suggest a lead intake process to efficiently track leads and prospects, facilitate their location in the region, and support the sharing of data analytics; and
 - Support the development and implementation of a public communication protocol for company announcements.
- **Solidifying Collaboration:** Solid and consistent collaboration is paramount for regional economic development and to maintain the trust of clients and their representatives. The Partners will collaborate in the management of leads and prospects for business and investment attraction. Therefore, the Partners will:

- Promote collaboration among the Partners with the recognition that a core goal is to add value to each Partner's economic development functions;
- Support the growth of existing companies with the priority to keep the companies in the region;
- Enhance transparency in the business and investment attraction process while respecting the client's needs; and
- Work as a team to provide best-in-class customer service experiences to our clients.

Protocols:

● **Definitions**

- *Lead*: A business or investor who has expressed interest in investing in the region but is not yet actively involved in the site selection process.
- *Prospect*: A business or investor who is actively involved in the site selection process.
- *Partner*: A private or public sector economic development organization that will actively work with GSP to support economic development in the region and uphold and support the Charter's principles and protocols.
- *Charter Working Group*: Private and public sector economic development professionals representing city, county, associate development organizations (ADOs), and port districts in the greater Seattle region. The Working Group will annually:
 - Review the Charter to ensure it is meeting the economic development needs of the region and the Partners and make necessary changes; and
 - Survey the Partners about their economic development goals and determine how Greater Seattle Partners' work can best meet their needs.
- *Project Team*: Regional economic development professionals who support a company's recruitment, retention, or expansion in the region.

● **Lead Development & Strategy**

- Cooperation in lead development with Greater Seattle Partners is encouraged but can be done by any public or private economic development organization.

● **Lead and Prospect Management**

- The Partner that curated the lead is the project manager for that lead and is responsible for working with regional partners (based on client needs) to site the client in the region.
- GSP as the lead project manager:
 - GSP will support a regional broad-based pitch of the region to leads and prospects based on the client's needs.
 - GSP will contact regional economic development professionals to determine available sites based on the client's needs.
 - After the initial proposal response, the GSP Lead Manager will, if the client concurs, contact the respective ADO and county and city economic development professionals to support the site location process. This group will be considered the Project Team for the client.
 - Based on the needs of the client, GSP will host prospect visits. Representatives from respective ADO and county and city economic development professionals will be given the opportunity to meet with site selector and/or company officials to pitch their community. If the client declines a community pitch, GSP will notify respective ADO and local government contacts that GSP and a client will be on the ground visiting their community and provide as much information as possible while respecting the confidentiality of the client.

- The Charter Working Group will establish a bimonthly (every two months) review of the lead and prospect pipeline and a semi-annual review of projects, wins/losses, and regional attraction pitches to strengthen the region's site selection process.
- **Business Retention/Expansion**
 - Company retention/expansion:
 - Home field advantage: Deference will be given to retaining the company in the county and/or city where they currently operate. City and/or county economic development professionals and their ADO will collaborate to retain the company in the community.
 - If the city and/or county and ADO cannot accommodate the expansion needs of the company, the client will be handed to GSP to work with regional cities, counties and partners to retain the company in the region and provide site location support.
- **Post Site-Selection Assessment**
 - Company selects the greater Seattle region:
 - De-brief among the project team to assess best practices and discuss best approach to managing the client.
 - Once located, the client is transferred to the regional business retention and expansion program for regular check-ins and after care by the city and/or county and ADO.
 - Company selects another region:
 - De-brief among the project team to assess best practices and identify challenges associated with prospect management.

Charter Founding Partners

- Jeff Robinson, City of Tacoma
- Doug Lein, City of Auburn
- Kendee Yamaguchi, Snohomish County
- Patrick Pierce, Economic Alliance Snohomish County
- DeLee Shoemaker, Microsoft
- Dave McFadden, Port of Seattle
- Aleksandr Yeremeyev, City of SeaTac & Soundside Alliance
- Brian McGowan, Greater Seattle Partners