

MEMO TO: City Council

FROM: John Marchione, Mayor

DATE: May 3, 2011

SUBJECT: APPROVAL OF DISTRIBUTION OF \$50,000 TO THE REDMOND ECONOMIC DEVELOPMENT ALLIANCE FOR CONSULTANT SERVICES

I. RECOMMENDED ACTION

Approve the distribution from the City of Redmond of \$50,000 to the Redmond Economic Development Alliance (REDA) for consultant services to prepare a feasibility study on joint fundraising activities between REDA, the Redmond Chamber of Commerce (Chamber), and Realize Redmond (formerly the Redmond Foundation).

II. DEPARTMENT CONTACTS

Rob Odle, Director, Planning and Community Development, 425-556-2417
Jim Roberts, Economic Development Manager, 425-556-2424

III. DESCRIPTION

As part of the 2011-12 budget, the City Council approved funds for \$200,000 for economic development. This initial expenditure of money was for the establishment of REDA and the hiring of an executive director. This was accomplished in January of this year and \$40,000 was utilized for consultant services to pay Mr. Larry Williams as the Executive Director, until such time as REDA was fully constituted and the remaining \$160,000 could be transferred to REDA in support of its operations during the biennium. This full allocation assumed that REDA would need to find additional support from the private sector in order to support the full work plan for REDA. Contemporaneous to this, the Chamber and Realize Redmond were also considering campaigns to raise funds for their operations and capital projects. During this time potential private donors in the community encouraged organizations seeking funding to work jointly and cooperatively.

In March 2011, Larry Williams and Chris Hoffman, President and CEO of the Chamber, announced that they would be leaving their respective organizations within the month. Concurrent to these announcements, Mayor Marchione convened representatives from REDA, the Chamber, Realize Redmond and the City to assess the ongoing funding situation and determine if all the parties would be better served if there was coordination between the organizations both in the defining of their respective roles as well as in seeking funding from the community.

Through these joint meetings, all four participating organizations individually and collectively recognized the value of bringing clarity and commitment to working together under the concept of Redmond as a complete community that is recognized and continues to invest and improve as a community of excellence. This concept, as further described in Attachment A, was reviewed with two national fundraising consultants. Both consultants clearly identified that the next priority step would be for the organizations jointly to refine this concept and prepare an evaluation of the viability of joint fundraising, and at what potential levels. Such a study includes fact-finding with potential donors and the development of a campaign strategy. The evaluation would include measuring the receptivity of the Community of Excellence concept to the donor community, and in this case the evaluation would also consider the viability of joint versus individual campaigns. It is anticipated that this evaluation would be complete by fall of 2011.

At this time, the REDA board believes that resolving the long-term financing plan is their most critical work element, and will defer recruiting for a new Executive Director until the proposed evaluation is complete and the next steps are determined. Therefore, it is the REDA board's strong recommendation that a portion of the city budgeted funds for economic development (\$50,000) previously earmarked for REDA support be instead used for underwriting the cost of the evaluation. REDA would manage the consultant contract and coordinate this effort with the City, the Chamber and Realize Redmond. In addition, the Chamber and Realize Redmond recognize the importance of this work for all of the organizations and strongly support moving forward with this joint work. Likewise, they are deferring any new fundraising activities until this work is complete. Finally, this joint work may promote other joint efforts between all four organizations, or a subset of them.

IV. IMPACT

If approved, the funding will allow for this critical evaluation to be completed and for the four parties to have significant information from which to determine how to proceed with the coordination of future activities. This money has currently been budgeted for economic development activities, and in particular to provide "seed" money for REDA's activities. This allocation is consistent with that purpose and will enhance the long-term viability of REDA.

V. ALTERNATIVES

The City Council could choose to not transfer these requested funds. If that would occur it is likely that the evaluation would not be conducted.

City Council

**RE: APPROVAL OF DISTRIBUTION OF \$50,000 TO THE REDMOND ECONOMIC DEVELOPMENT
ALLIANCE FOR CONSULTANT SERVICES**

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VI. LIST OF ATTACHMENTS

Attachment A: DRAFT Community of Excellence Overview

/s/ _____
Robert G. Odle, Planning Director

4/26/2011
Date

Approved for Council Agenda: /s/ _____
John Marchione, Mayor

4/26/2011
Date

ATTACHMENT A

REDMOND

COMMUNITY OF EXCELLENCE PROJECT

In 2012, Redmond will celebrate its Centennial. As community leaders, we choose to launch the beginning of our second century with a respect for the past, an appreciation of the present, and a vision for our future. This vision will be built upon the legacy created by Redmond pioneers and carried forward by a group of dedicated, collaborative leaders who care deeply about the future of our city

These modern pioneers include leaders from the City of Redmond, The Greater Redmond Chamber of Commerce, Redmond Economic Development Alliance, and Realize Redmond, who, through their collective and individual efforts, will lead Redmond's effort to build a Community of Excellence.

Redmond as a Community of Excellence is a collaborative effort between the City of Redmond, Realized Redmond, Greater Redmond Chamber of Commerce and the Redmond Economic Development Alliance. Leaders have worked together to develop the vision for Redmond's future. They believe that alignment on that vision will leverage the strengths of each organization, clarify roles, reduce duplication of efforts and provide clarity effort and energy as Redmond pursues excellence.

We envision Redmond as a community of excellence that connects you, locally and globally, to experiences that fulfill and enrich those they touch. "Community of Excellence" is an aspirational concept. Yet we can express certain core characteristics and values that we intend to convey through use of this term. A Community of Excellence is:

- A Complete City
- Diverse
- Sustainable
- Continuously Striving to Improve.
- Connected
- A Home to Responsive Leadership

A Community of Excellence is a complete "Live, Work, Play and Learn" community with businesses, employment opportunities, services, facilities, institutions, public spaces and amenities that afford diverse opportunities for human interaction, communication, growth and fulfillment at all stages of life.

Redmond after its first century is well on its way toward this goal. A diverse business community, quality schools, state-of-the-art healthcare, gate way ports to the world economy, commitment to environmental sustainability, and excellent quality of life are just some of the attributes that make Redmond a great place to live, work and play. Although Redmond ends its first Century with a strong, diverse economy, we know there is far greater potential for growth and sustainability.

By examining the intersection between the elements of a complete community and the distinct features that differentiate the City of Redmond we gain an understanding of the meaning of a Community of Excellence.

Current State
Elements of a Complete Community

	Live	Work	Play	Learn
Differentiators	Connect/ Belonging			
	Diverse			
	Continuously Improving			
	Sustainable			
	Responsible Leadership			

Future State
Elements of a Complete Community

	Live	Work	Play	Learn
Differentiators	Connect/ Belonging			
	Diverse			
	Continuously Improving			
	Sustainable			
	Responsible Leadership			

Initiatives
Elements of a Complete Community

	Live	Work	Play	Learn	
Differentiators	Connect/ Belonging	Last mile fiber	Light Rail Networking events	Downtown park	Local Higher Ed
	Diverse				
	Continuously Improving				
	Sustainable				
	Responsible Leadership				

Layered over these intersections are a set of core values that define our intention and an desire to strive for balance. These include fiscal responsibility, transparency, alignment between organizations and a desire to inspire the Redmond community to seek excellence. We assume that these aspirations will be infused to each project that the Community of Excellence chooses to undertake.

Redmond has grown tremendously through the entrepreneurial success of companies such as Microsoft, Nintendo and Physio Control. We have also seen the importance of art with DigiPen as well as support for concerts, theater, music and physical art. Both art and technology are important to our community; however it is in the combination of, or synergy between art and technology where our community has great energy and we differentiate ourselves from other cities.

In today's fast pace world of cell phones, constant and pervasive internet access, texts and even tweets, the opportunity to connect digitally has created new ways of finding community. At the same time, the importance of connecting face to face continues to be a vital aspect of a healthy city. We believe there is an opportunity to embrace all forms of connections to enhance the work that we do together and the ways that we connect to and intersect with each other.

A diverse business community, quality schools, state-of-the-art healthcare, gate way ports to the world economy, commitment to environmental sustainability, and excellent quality of life are just some of the attributes that make Redmond a great place to live, work and play. And even though Redmond ends its first Century with a strong, diverse economy, we know there is a far greater potential for growth and sustainability.

It is the intent of this project to test our assumptions for talking with stakeholders in our future. The assumptions that we can to test and validate include:

- the city government, built on transparency and good business practices, is a trusted partner
- we can strengthen and enhance the connections between citizens, businesses, the region, and the world economy
- by recognizing that Redmond is ground zero for the collision between art and technology we can create a unique 21st-century community