

MEMO TO: C

City Council

FROM:

John Marchione, Mayor

DATE:

February 7, 2012

SUBJECT:

APPROVAL OF DISTRIBUTION OF \$140,000 TO THE

REDMOND ECOMONIC DEVELOPMENT ALLIANCE FOR

CONSULTANT SERVICES

I. RECOMMENDED ACTION

Approve the distribution from the City of Redmond of \$140,000 to the Redmond Economic Development Alliance (REDA) for consultant services to prepare and conduct economic development activities and the creation of OneRedmond.

II. DEPARTMENT CONTACTS

Rob Odle, Director, Planning and Community Development, 425-556-2417 Erika Vandenbrande, Economic Development Manager, 425-556-2457

III. DESCRIPTION

As part of the 2011-12 budget, the City Council approved funds for economic development. The initial expenditure of money was for the establishment of REDA to begin the implementation of the approved economic development strategy. Contemporaneous to this, the Chamber and Realize Redmond were also considering campaigns to raise funds for their operations and capital projects. Also, during this time potential private donors in the community encouraged organizations seeking funding to work jointly and cooperatively. These considerations resulted in the development of the One Redmond initiative.

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. National Community Development Services was hired in 2011 to perform an assessment of the viability and

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> fund raising strength of the One Redmond concept. Their report highlighted the strength of the concept, which resulted in the four organizations, in the fall of 2011, agreeing to proceed with the formation of OneRedmond. REDA is designated the point organization for executing the overall management of the consultant contracts, as specified in the May 2011 agreement between REDA and the City. The City has agreed to financially support these activities.

> To proceed, it is necessary to prepare additional materials for the overall economic development strategy, as well as to fund the initial phase of the funding campaign. To do this \$140,000 from the Planning Department's Economic Development budget needs to be distributed to REDA in support of the consultant contracts. It is anticipated that these funds will be utilized by REDA throughout 2012.

IV. **IMPACT**

If approved, the funding will allow for the critical analysis, materials, and campaign to be implemented. 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 and Redmond as a whole.

V. **ALTERNATIVES**

The City Council could choose to not transfer these requested funds. If that would occur it is likely that OneRedmond will not be established.

Robert G. Odle, Planning Director

 $\frac{1/30/2012}{\text{Date}}$

Approved for Council Agenda:

John Marchione, Mayor