

**University of Washington—City of Bellevue
Livable City Year Program (LCY)
2018-2019**

Terms and Conditions as per Agreement between the City of Bellevue, a municipal corporation in the State of Washington (“Bellevue”), and the University of Washington, an institution of higher education and an agency of the State of Washington (“UW”), having its principal campus located in Seattle, Washington.

PROJECT TITLE: Public and Private Small Business Service System

SCOPE OF WORK #: EC-2

City Department / Division Community Development / Cultural and Economic Vitality Office

Course number(s): B BUS 491

Course name(s): Business Consulting

Date: Autumn 2018

Contacts:

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Background

Starting with the Great Depression and with each every modern economic crisis since, we have learned more and more about the nature of a healthy economic system and the importance of balancing economic growth with economic development to maintain economic health.

In that time we have learned that small business and big business serve different economic functions. We have learned that city government does more to influence its own economic health than any other level of government. From their humble beginnings, cities and small business ecosystems have had a symbiotic relationship. For millennia, small business has been the foundation of every civilization's economy.

We have learned that small business is highly adaptable and innovative, respond faster to economic change. We know that one half of the nation's jobs are provided by small business and without small business suppliers, big business survival is at risk. We also know that from healthy small businesses are the seeds of big businesses.

Historically, the importance of a healthy small business economy to the welfare of a city is well documented. We have learned that economic health is a function of the city as a whole, the public and the private together as a system. In this context, while businesses play a critical role in driving economic growth, the government plays a critical role in leading and coordinating economic development.

Purpose of Project:

In 2017, in an effort to forge a better connection between economic growth and economic development, the five cities of Bellevue, Issaquah, Kirkland, Redmond, and Renton formed a regional partnership to embark on an experiment to form a more robust small business garden. Startup 425 is an economic garden that supports the creation and expansion of new businesses on the Eastside.

Their collective interest in supporting startups and small business growth reflects their desire to form a stronger economic foundation, one that impacts the broader community, supporting the empowerment of individuals and inspiring the collaboration that drives innovation. The partner Cities share a common goal to support the growth of local small businesses as a means to advance job creation and create new opportunities for residents.

For these five cities, developing and maintaining a resilient small business ecosystem, including the cultivation of startups, the incubation of business models and systems, and the acceleration of growth is a long-term economic strategy. A strategy that includes not only adding jobs, and nurturing the next generation of office and retail tenants for economic growth, but also the generation of additional tax revenue for economic development which in turn supports robust service delivery to residents, visitors, and businesses.

Project Description:

Startup 425 is seeking a consulting team to perform research on public and private organizations that provide support and services to small business ecosystems, in order to understand best practices employed across the country. The consulting team will then develop a proposed model for a

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self-sustaining, community-based partnership focused on developing and growing a healthy small business ecosystem on Seattle's Eastside.

Objectives/Desired Outcomes:

Based on the projects findings in terms of recognized best practices, successful business models and community partnerships, the City of Bellevue and its partners in the Startup 425 program are seeking the data, information and insight necessary to make important strategic decisions on how to best approach the next phase of advancement of their regional small business support systems.

Scope of Work Deliverables, *In Addition to LCY Report:*

This project has two primary deliverables:

1. A final report documenting findings and conclusions from the research, including:
 - a. A list of programs or organizations in the United States, with basic information on:
 - i. Size, scope, and programs
 - ii. Funding (i.e. municipal, grant, fee-based, etc.)
 - iii. Organization type (i.e. municipal, interlocal, 501c3, for-profit, etc.)
 - iv. Population of municipality or metropolitan area
 - v. Industry focus, if applicable
 - b. The most common business models for these organizations
 - c. A list of commonly used best practices or exemplary services provided by entrepreneurship or small business support programs domestically or internationally.

2. A high-level outline for a potentially-viable business model for Startup 425, based on the regional economic development and business context and findings from the research.

Academic Quarter Timeline and Key Milestones

Week 2-3: Ask questions, preliminary research, refine questions.

Week 6-7: Present findings on best practices from across the country

Week 10: Present proposed model for Startup 425

Finals Week: Present findings

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Communications Plan:

The team liaison will communicate with Anthony Gill from the Startup 425 team in Bellevue.

Emails:

Anthony will answer emails only from assigned Team Liaisons. Emails should be consolidated to minimize back-and-forth, and should clearly outline any questions, comments, or concerns. Anthony will commit to answering all emails within 24 hours, M-F.

Voice or video calls:

Anthony will make himself available for a 60-minute “Office Hours” session each week. During this time, he will open a conference call line for live Q&A with the Team Liaisons or with the class as a whole. Team Liaisons should notify Anthony via email if they intend to participate in a conference call that week.

Responsibilities:

Bellevue:

- Provide any necessary information about Startup 425 or the economic development ecosystem in the Seattle area more broadly.
- Plug UW teams into the startup and small business development ecosystem within the Pacific Northwest, for information gathering.
- Answer any questions from Team Liaisons via email within 24 hours.
- Hold weekly voice or video “Office Hours” with Team Liaisons.

UW:

- Provide any necessary information about project to Startup 425.
- Answer any questions

Community stakeholder partners:

- Ellen Miller-Wolfe, City of Kirkland
- May Wan, Eastside Lead for Greater Seattle SCORE
- King County Library System
- Small Business Development Center (SBDC)
- Local business community via Startup 425

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Approved by:



City of Bellevue Project Contact(s)



UW LCY Faculty Contact(s)

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