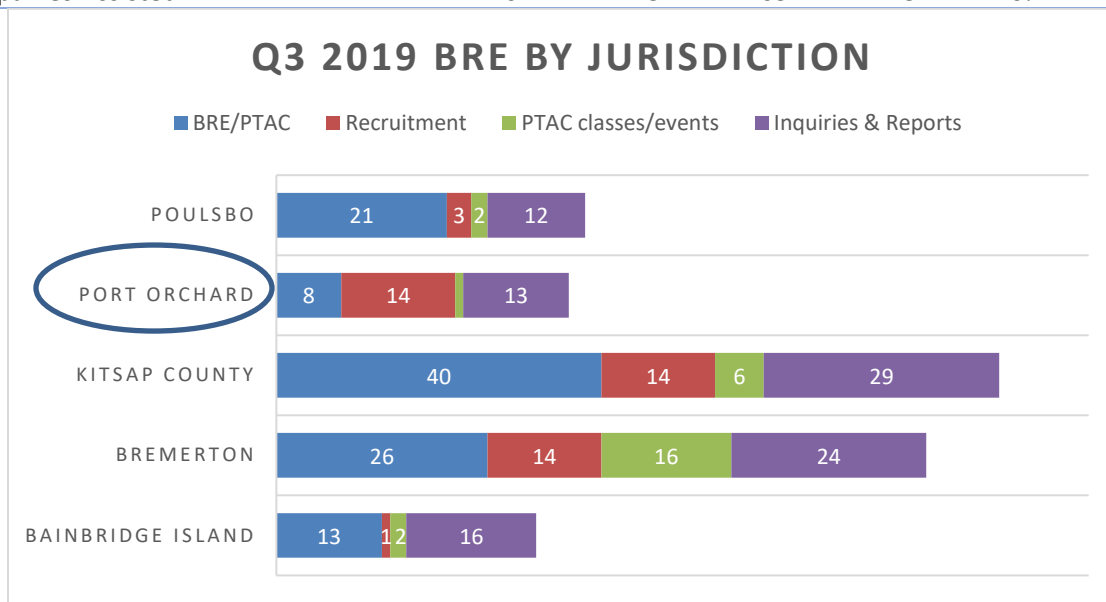


**BUSINESS RETENTION, EXPANSION AND ATTRACTION (BRER) – Q3**

Retain, Expand and Assist Primary Businesses in Kitsap County (*all jurisdictions*)

BRER Assistance	Q1	Q2	Q3	YTD Total	YTD %	Annual Goal
Early Stage Technology Assisted	1	3	1	5	100%	5
Early Stage Technology Firms Contacted	1	3	0	4	40%	10
Start-Up Assistance	6	13	11	30	120%	25
Visits and Presentations	36	40	50	126	84%	150
Information Research & Referrals	40	48	59	147	74%	200
Companies Assisted	61	75	109	245	140%	175



**BUSINESS ATTRACTION ACTIVITY**

Date Started	Code Name	Notes
6/26/2019	Project DK	q2 2019: lead from Congressman Kilmer; WA firm seeking expansion site; follow-up call q3 2019: follow up emails and phone calls; referral to POB
9/9/2019	Project Force	Q3 2019: lead seeking 180-250 acres to accommodate 1M SF; high water and power usage; no match
9/9/2019	Project Lavender	Q3 2019: solar manufacturer seeking 100,000 - 200,000 SF with high power needs and operational by q4 2019; no match
7/23/2019	Project Andrechs	Q3 2019: data center lead seeking 15-20 acres or 15,000 SF site; redundant power; no match

**OTHER RECRUITMENT ACTIVITY – Q3**

- Hosted and/or presented at PTAC (Procurement and Technical Assistance Center) workshops which draw attendees from outside the county
  - Contracting Coffee Hour (x3)
  - Where Are the Opportunities?
  - Contract Ethics
  - Meet the Buyers
- Follow-up on Paris Air Show leads
- Actively involved with Washington Maritime Federation
- Actively involved with Aerospace Futures Alliance
- KEDA’s PTAC (Procurement Technical Assistance Center) works with clients outside Kitsap and is always listening for potential expansion or relocation opportunities for follow up
- Continued Kitsap promotion via news releases, Twitter, LinkedIn and Facebook

**BUSINESS RETENTION AND EXPANSION ACTIVITY**

SITE VISITS/COUNSELING SESSIONS:

*NOTE: In the following posts, PTAC stands for Procurement Technical Assistance Center*

<b>Date started</b>	<b>Code Name</b>	<b>Comments &amp; Updates</b>
9/25/19	<b>Construction 54</b>	q3 2019: seeking assistance with federal government contracting - registration and certifications; provided info
8/20/19	<b>consultant 36</b>	q3 2019: provided insights on food deserts; Kitsap food and ag landscape
7/17/19	<b>Business services 72</b>	q3 2019: attended meet the buyers
8/24/2018	<b>Printing 2</b>	Q3 2018: PTAC 101; attended CCH; providing insights on veteran owned and woman owned business certifications; insights on SAM; q4 18: attended CCH; q3 2019: info on federal registrations with change of ownership
2/10/17	<b>Manufacturing Services 2</b>	Q1 2017: Client seeking assistance to market new product line. Q2 2017: Reviewed and provided insights for client's capability statement; follow up meeting; attended contracting coffee hour Q3 2017: site visit with John Thornquist re capacity for aerospace supply chain; intro to WMF contact Q4 2017: introduction to CKSD CTE program; continued PTAC assistance; connected to KADA work q3 2109: provided info relevant to field; encouraged client to register for outreach event
5/29/14	<b>Financial Institution 3</b>	Q2 2014: site visit with special department regarding services; provided referrals for potential client research Q4 2016: meeting re leasing of extra space Q3 2018: meeting re change in leadership q4 18: meet with leadership re transition and growth plan q2 2019: research on paid leave in region q3 2019: meetings with leadership re growth and future plans
9/15/11	<b>Healthcare 1</b>	Met with client regarding business climate and needs. Follow up as directed by client; Oct: follow up visit with client Q2 2013: follow up re growth and business development; q4: follow up re continuing growth Q2 2014: meetings to work on transitions Q3 2015: met with general contractor on new building project to assist with recruiting local subs; also forwarded contacts for local internships Q2 2016: Worked with client on expansion; workforce needs Q3 2016: meeting re new leadership Q1 2017: meeting re growth needs Q1 2018: site visit re project(s) status; Q3 2018: tour and update of construction project; phone call with doctors office general contractor regarding sub needs q4 initial discussions and research for econ impact project q1 2019: meeting and follow-up on needs to conduct economic impact study Q2 2019 check in re market research q3 2019: growth projections research and current econ profile

9/9/11	<b>Business Services 3</b>	Met with client re business climate; growth needs. Follow up as needed Nov: follow up meeting Q4 2012: participated in focus group for client ; Q1 2013: meeting with management re trends and 2013 forecast Q2: PTAC assistance re lien holdings Q3: client participated in briefing re regional climate Q2 2014: met with marketing dept. re social media and ways to connect with KEDA's outreach Q3 2014: worked with client on community event; provided referral for nonprofit research Q1 2015: provided input for resources to find new clients including Alliance Q2 2015: input and assistance for event benefitting local business; attend Small Business Finance for Govt Contractors workshop Q1 2016: introduced to potential clients Q4 2016: update meeting Q1 2017: introduced to potential partner Q2 2017 attended contracting coffee hour (2); SEAP meeting; site visit re current status; forwarded details on Export Finance Assistance Center event Q1 2018 check in re projects and services Q2 2018: update re market developments Q3 2018: meeting re collaboration on new client resource q4 18: meeting with leadership regarding opportunity zones q3 2019: research for funding project
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**OTHER BRE ACTIVITIES – Q3**

• **Provided demographics and referrals for startups (business type below)**

- Home based skin care
- Dog daycare
- Defense contracting
- Supplies
- Consulting
- Professional services

• Support with marketing **6 Month Start-Up Kitsap** cohort 2 – ended October 9 (held monthly)

- Provide dinner for attendees

• Ongoing referrals to **Small Business Development Center (SBDC)**

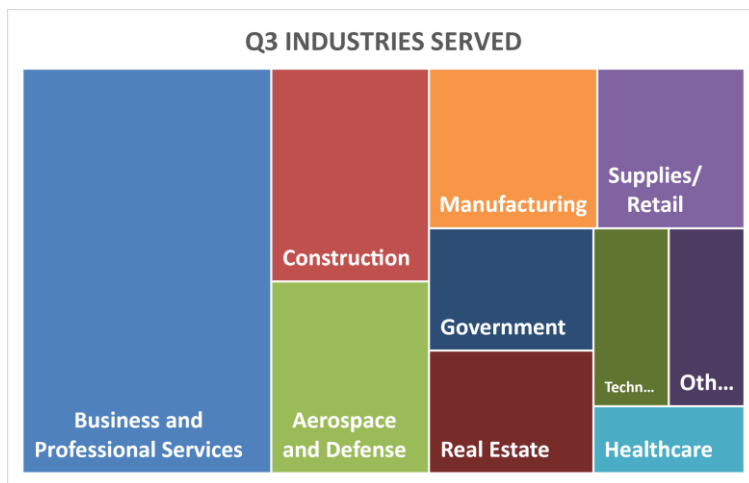
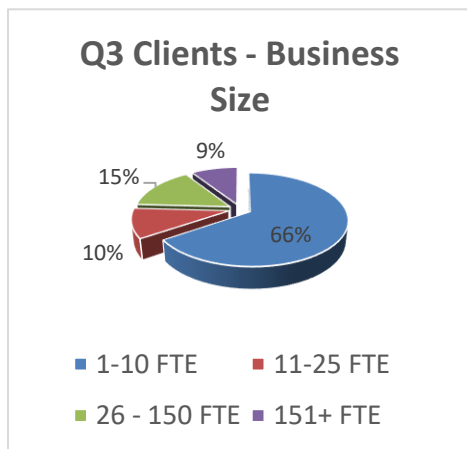
• **KADA Annual Meeting**

- Theme: Hidden Tech Jobs in Aerospace
- Keynote: Boeing Workforce Development
- Paris Air Show Review
- Year in Review
- Kitsap's Defense and Aerospace history

• **Provided data based on inquiries** including the following:

- Reseller permit
- Apartment lease rates
- Growth data
- Wages
- Starting a business
- Land Use/ Zoning

STAFF TIME FOR CLIENTS		
Q3 2019	Hours	% of Total
<b>Total</b>	1201.57	100.00%
<b>BRER</b>	440.70	36.68%
<b>PTAC</b>	515.73	42.92%
<b>KADA</b>	245.13	20.40%

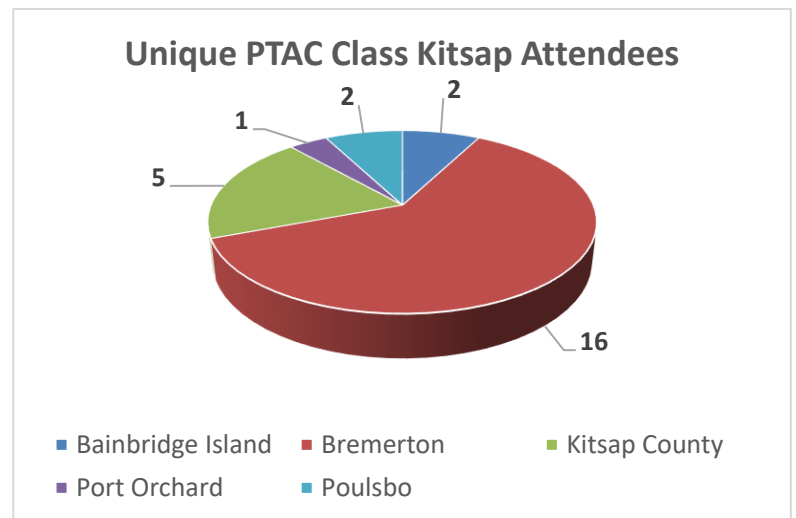
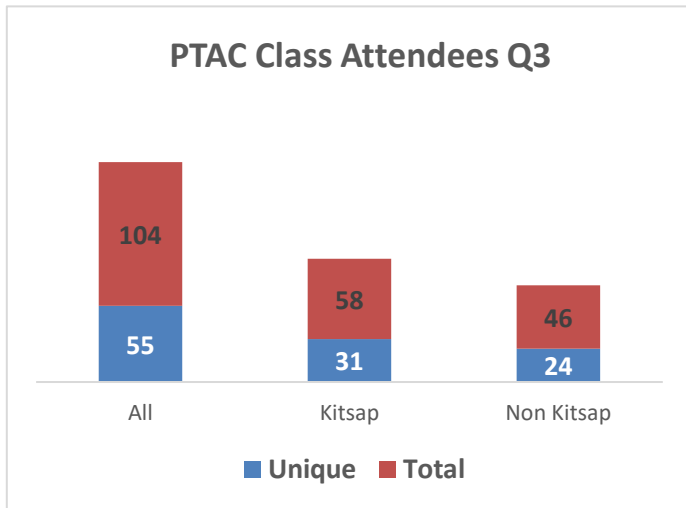


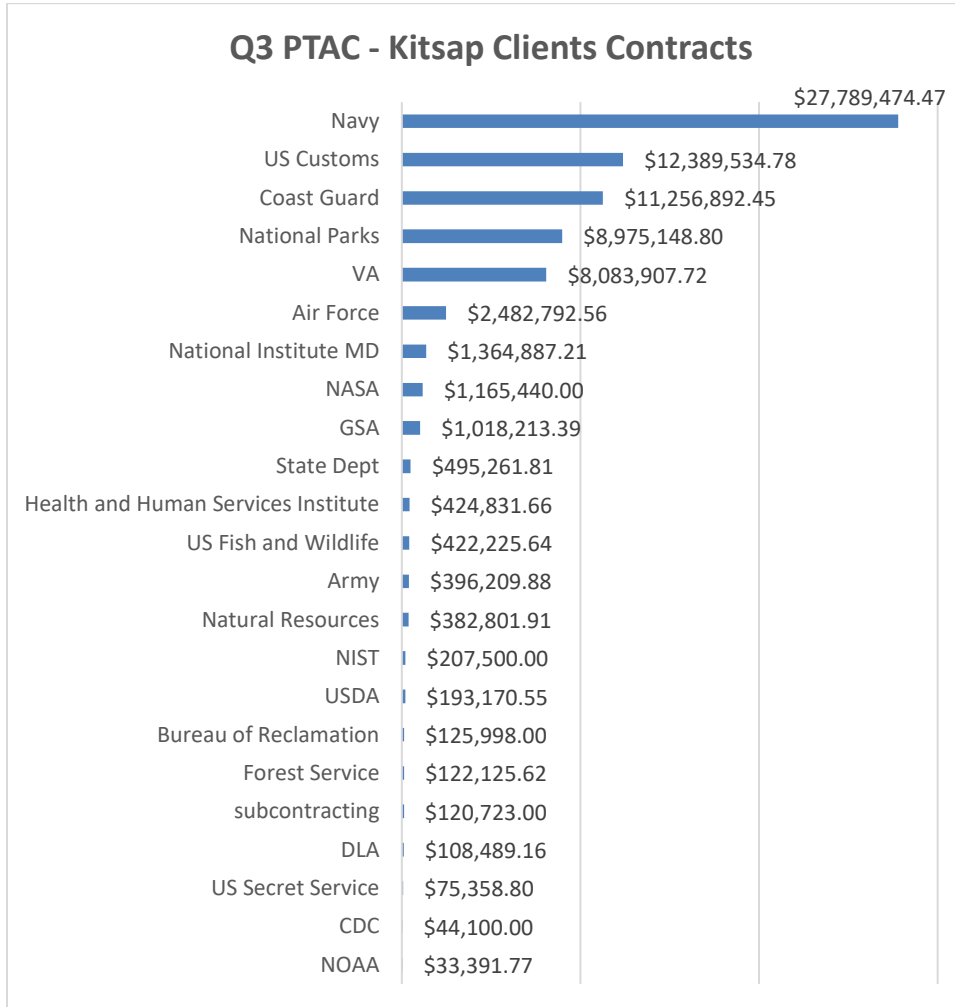
**PTAC assistance**

- Proposal review
  - Capability statement review
  - Introductions
  - SAM (System for Award Management)
  - Certification application review (such as 8a)
- **PTAC – Other**
    - Briefing on NavalX Tech Bridge planned for Keyport; attending Press Conference
    - Preliminary planning for SBIR workshop (scheduled 12/11/19 at Poulsbo City Hall)
- **PTAC (Procurement and Technical Assistance Center) workshops**
    - Contracting Coffee Hour (x3)
    - Where Are the Opportunities?
    - Contract Ethics
    - Meet the Buyers



**Northwest Tech Bridge** AT KEYPORT






### **MARKETING AND OUTREACH – Q3**

- Columns on Kitsap economic development in Kitsap Peninsula Business Journal with links from KEDA blog (website), Twitter and Facebook
  - *July*: Buildings to Bird Dogs (Government Contracting) – Kathy Cocus
  - *August*: Seventh International Air Show – John Powers
  - *September*: Disaster Planning – When the Unplanned Happens – John Powers
- Geo-targeting digital ad campaign continued – exceeding national average response rate (National avg: .05%; KEDA 2.55%)
  - Ferry terminals
  - Conferences and trade shows (selected by staff)
  - Seattle co-working spaces
- Google AdWords campaign continued – exceeding national average response rate
- Monthly ads in Kitsap Peninsula Business Journal
  - *July*: Meet the Buyers
  - *August and September*: Fall Forum

- Bimonthly ads in West Sound Home and Garden magazine
  - July-August: Pacific Netting
  - September-October: Help Desk Cavalry
- Full color ad for Kitsap articles in Puget Sound Business Journal
- Presentations:
  - City and County updates
  - KCIB (Kitsap Investment and Commercial Brokers)
  - PTAC classes
  - Port of Bremerton – Paris Air Show
  - KADA Annual Meeting
  - Defense Logistics Agency – PSNS office
- Produced e-newsletters; sent to Kitsap businesses with timely business information and contracting opportunities
- Continued posts on KEDA Facebook, Twitter, LinkedIn and Pinterest accounts with new followers weekly



**“Good leadership requires you to surround yourself with people of diverse perspectives who can disagree with you without fear of retaliation.”**  
Doris Kearns Goodwin via Mike Kaeding

LINKEDIN.COM  
**In strong companies best ideas win, not egos, not politics.**  
 Loyal people will tell you what you need to hear, not necessarily what you...

**PERFORMANCE FOR YOUR POST**

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**434** People Reached

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**359** Likes, Comments & Shares i

<b>26</b> <small>Likes</small>	<b>26</b> <small>On Post</small>	<b>0</b> <small>On Shares</small>
<b>0</b> <small>Comments</small>	<b>0</b> <small>On Post</small>	<b>0</b> <small>On Shares</small>
<b>333</b> <small>Shares</small>	<b>333</b> <small>On Post</small>	<b>0</b> <small>On Shares</small>

**15** Post Clicks

<b>0</b> <small>Photo Views</small>	<b>10</b> <small>Link Clicks <small>i</small></small>	<b>5</b> <small>Other Clicks <small>i</small></small>
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**NEGATIVE FEEDBACK**

**0** Hide Post      **1** Hide All Posts

Facebook Activity

**GROW YOUR BUSINESS WITH GOVERNMENT CONTRACTING**

**MEET THE BUYERS**  
 July 17, 2019  
 9:00 AM – 12:30 PM  
 Olympic College, Bremerton

Meet buyers from prime contractors, local, state & federal agencies  
**July 17, 2019, 9:00 am – 12:30pm**  
 Olympic College, CIC Building 7, 1600 Chester Avenue, Bremerton

Current confirmed agencies & primes: NAVFAC, NAVSEA, NAVSUP, GSA, DLA, JBLM, Army Corp of Engineers, Manson Construction, and Olympic College.

This is a **NO FEE** event, but preregistration is required.  
 Visit [kitsapeda.org/ptac](http://kitsapeda.org/ptac) for more info and to register

Presented by Kitsap PTAC – Procurement Technical Assistance Center and the Olympic College Alumni Association

WASHINGTON PTAC OLYMPIC COLLEGE KITSAP ECONOMIC DEVELOPMENT ALLIANCE

[www.kitsapeda.org/ptac](http://www.kitsapeda.org/ptac)

KPBJ July 2019

**LAUNCH 2020**  
**Stories from the Trenches:**  
 Startups, Communities and

**October 24th**  
**3:00-5:30pm**

**Social Hour Follows**

Kitsap Conference Center, Bremerton Harborside

Plan now to attend KEDA's Fall Forum featuring startup guru **Dave Parker**

**Dave Parker**  
 Helping Great Companies from Startup to Growth

Dave Parker is a Tech Entrepreneur Venture Capitalist and Board and Advisory Board Member for dozens of companies. Former CEO of Code Fellows, and the Senior VP of Programs at UP Global (Startup Weekend + Startup America) that was purchased by Techstars in 2015. Dave helped launch Startup Week globally and served as the local rector for four years.

Tickets available at: [Launch2020.bpt.me](http://Launch2020.bpt.me)

**KITSAP** ECONOMIC DEVELOPMENT ALLIANCE

Check our website for additional information and registration:  
[www.kitsapeda.org](http://www.kitsapeda.org)

KPBJ August 2019

**LAUNCH 2020**  
**Stories from the Trenches:**  
 Startups, Communities & Where We Go from Here

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Tickets available at: [Launch2020.bpt.me](http://Launch2020.bpt.me)  
 360.377.9499

**KITSAP** ECONOMIC DEVELOPMENT ALLIANCE

Sponsored by:  
 OLYMPIC COLLEGE WESTERN WASHINGTON UNIVERSITY STARTUP KITSAP

[www.kitsapeda.org](http://www.kitsapeda.org)

KPBJ September 2019

**KITSAP** ▶ more community, less commute

**YOU COULD BE HERE.** Kitsap offers unprecedented quality of life plus all the benefits of the Seattle region without the gridlock and high prices. We are inclusive, thriving and innovative (Verizon and Wall Street 24/7 recently ranked us among America's Most Innovative metro areas!) Find your community in Kitsap – where opportunities abound! Contact KEDA to learn more.

**KITSAP** ECONOMIC DEVELOPMENT ALLIANCE

360.377.9499 ▶ [info@kitsapeda.org](mailto:info@kitsapeda.org) ▶ [www.kitsapeda.org](http://www.kitsapeda.org)

PSBJ Special Kitsap Section - Sept 2019

**Tweet activity**

**KITSAP COUNTY** 2019 ECONOMIC PROFILE

**Kitsap EDA @ecodevokitsap**  
 KEDA thanks #WWU #CEBR for another great #Kitsap economic profile. Read all about us!  
<http://ow.ly/vo6A50uRW5v>  
[pic.twitter.com/mwYq6kPHKb](https://pic.twitter.com/mwYq6kPHKb)

1291 Impressions



From Left: Dave Erickson, President; Andy Peters, Director Markets; To Right: Ralph Ford, Technical Manager

## We are a Kitsap County Business, Shipping Around the World

“ A Kitsap company founded in 1997, Pacific Netting provides exclusion, guidance, and collection solutions for fish and debris at hydropower and energy facilities around the world that protect environment and satisfy regulatory concerns. Using materials and techniques originally developed for the commercial fishing and industrial maritime sectors, we assist communities in finding a better balance between energy, water and the environment; helping to reestablish river connectivity while providing good jobs and career opportunities for those in our community. ”

**PNP**  
PACIFIC NETTING PRODUCTS

Dave Erickson, President/Owner  
 Pacific Netting Products, Kingston  
 360-297-0858 • pacificnettingproducts.com

**KITSAP** ▶ more community, less commute

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Cavalon II, 2021 NW Myhre, Suite 100 • Silverdale  
 360-377-9499 • [www.kitsapeda.org](http://www.kitsapeda.org)

West Sound Home and Garden - July/August 2019



## We are Excited for the Future of Kitsap

“ As a fifth generation Kitsap resident, I am blessed to work in a field I love, yet still remain close to home. Help Desk Cavalry was founded in 2013 with the idea to help companies grow their business with confidence in their technology. We have grown significantly since then, having more than 20 team members to serve our clients. Taking good care of our staff has always been the key to our success with the understanding that by doing so, they will take care of our clients. We also encourage our team to get involved in the community — Rotary, Bainbridge Performing Arts, Boys & Girls Club, YMCA, Kathleen Sutton Fund, and a number of other non-profits — we strive on making Kitsap communities a better place to live. ”

**HELP DESK CAVALRY**

Steve Treanor, President/CEO  
 Help Desk Cavalry, Bremerton  
 360-930-6990 • [helpdeskcavalry.com](http://helpdeskcavalry.com)

**KITSAP** ▶ more community, less commute

**KITSAP** ECONOMIC DEVELOPMENT ALLIANCE

Cavalon II, 2021 NW Myhre, Suite 100 • Silverdale  
 360-377-9499 • [www.kitsapeda.org](http://www.kitsapeda.org)

West Sound Home and Garden - Sept/Oct 2019