

## ARPA Funding Project # 2 of 2

Initiative Name:	SeaTac Digital Marketplace	
Project Owner	SeaTac Economic Development Division	
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Date Submitted:	3/15/22	
<b>Project Description (includes funding ask)</b>		
<p><i>The Covid-19 Pandemic brought several fundamental business issues to light: first, that consumer demand shifted fundamentally to a digital storefront experience and second, that a high percentage of existing businesses were not “digitally literate” enough to pivot quickly and effectively in order to adjust to the new way of doing business.</i></p> <p>The City of SeaTac proposes funding a solution* for local businesses which includes: providing the digital platform for a digital marketplace, providing digital literacy education and training specific to this particular platform, and creating a unique “crowdfunding” marketing membership for businesses which funds the digital ongoing promotion and marketing of the website to a specifically targeted audience.</p> <p>*The Southside Chamber of Commerce would assume the project lead and ongoing management of this platform</p> <p>Funding is being requested to: 1) fund the creation of the platform 2) provide digital literacy for businesses</p> <p>Included in the appendix are details on scope/schedule/budget as well as structure, partners and framing.</p>		
<b>Outcomes (see appendix for explanation)</b>		
Number of business to join SeaTacMarketplace.com:	Minimum 50, ideally 200	
Dollars invested to fund platform creation	\$32,700	
Dollars invested to fund digital literacy training:	\$50,000 each year for 3 years, total \$150,000	
Dollars invested to fund ongoing annual website maintenance :	\$10,000 each year for 3 years, crowdfunded thereafter	
Dollars invested to fund monthly digital marketing and promotion of website:	\$10, 000 monthly for one year and sliding scale based on membership numbers	
<b>End of Executive Summary</b>		

# Appendix

## Sample Website:

**MARKETPLACE** Search... Register to Sell Contact Us Login/Create Account

Home Shop by Category Best Sellers New Arrivals Shop by Store About My Account Cart

### Shop The City Different online.

Brought to you in partnership with:

- Santa Fe THE CITY DIFFERENT
- SANTA FE
- WORLD & LIVING

#### Santa Fe Jewelry

Wear a beautiful piece of Santa Fe.

#### Greeting & Note Cards

Send a unique hello.

#### Art

Bring a piece of Santa Fe home from local artists and galleries.

#### Accessorize!

Santa Fe styles, all sold by Santa Fe small businesses.

### Spring Collection

Cotton Botanical Tea Towels \$17.95 Curiosa	Rabbit - Poster \$50.00 Ventana Fine Art	Hummingbird and Hand Vase \$300.00 Semiotique Santa Fe	French Craffiti Tea Towel (Life is Beautiful!) \$14.00 Santa Fe Farmers' Market Gift Shop	Spring Wilderness - Watercolor Painting \$320.00 Charles Ash - Allied Arts	Cherry Flower Pendant II \$62.00 Clearlight Jewelry

[More Turquoise Jewelry](#)

Collectibles & Antiques	Women's Apparel	Men's Apparel

Food & Beverage

### Featured Picks

Check out these finds from Santa Fe. Updated every hour.

Canvas Prints of Dancers/Musicians Photographs \$275.00 - \$675.00 Daniel Quitt Photography	3 Strand Charm Necklace \$400.00 Terri Rodriguez Creates	New Mexico I \$3,000.00 Owen Contemporary	"Crimson Tide" - Original Painting by Sara Miller \$3,000.00 Sara Miller Contemporary Art	"Shine" Original Painting by Linda Storm \$185.00 Semiotique Santa Fe	"Pacific Poppy" Chili Rose bracelet \$625.00 art is gallery santa fe

[View More](#)

## *Project Scope*

### Platform Set Up

This digital marketplace (above) is present in many cities around the country. The platform is a plug and play set up which means that the City would purchase a domain name and the platform access for up to 200 businesses

### Digital Literacy

The City would contract with the Southside Chamber and SBDC to provide both group and 1:1 digital literacy training. This training is exclusive to this platform functionality and not for general digital literacy.

### Platform Maintenance

The City would contract with the platform provider and the Chamber (as program manager) to maintain the platform and provide technical assistance on the platform functionality

### Crowdfunding for Marketing

After the platform, SeaTacmarketplace.com is created, the “price of admission” to SeaTac businesses is attendance at the digital literacy classes for this specific platform as well as a monthly membership fee to use the platform. This membership would decrease per member - as more members join the platform. The fee would be paid on a monthly basis and form the backbone of ongoing promotion and marketing of the platform to the target audience. The target audience would be determined by the most common audience for the collective of businesses on the platform. Businesses are free as well to invest additional dollars into marketing to their own specific target audience. This concept is unique in the world of digital marketing and has the potential to create a much more sustainable platform than traditional models due to the fact that the businesses become “salespeople” for the platform due to costs for membership decreasing with the number of members increasing.

## *Project Schedule*

<b>Project Funding Approved SeaTac</b>	<b>May 15 2022</b>
<b>Portal Requirements Gathering</b>	<b>May – August 2022</b>
<b>Portal Development</b>	<b>May - October 2022</b>
<b>Portal Launch</b>	<b>November 1 2022</b>
<b>Digital Literacy Classes Begin</b>	<b>August 2022</b>

*Budget*

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# QUOTE

<p><b>Custom Website:</b></p> <ul style="list-style-type: none"> <li>• White-label, custom mobile-friendly marketplace</li> <li>• Runs on your own unique domain with your own support email and phone extension</li> <li>• Website hosting, management, and on-going website maintenance</li> </ul> <p><b>Business Support:</b></p> <ul style="list-style-type: none"> <li>• Full service marketplace support on behalf of your organization for up to 200 vendors</li> <li>• Vendor onboarding assistance, product review and approval</li> <li>• Order issue resolution for vendors and customers</li> <li>• Payment processing to individual vendor accounts through Stripe or PayPal.</li> <li>• Product sync with Shopify &amp; Square web stores.</li> <li>• Access to live and on-line webinars, knowledgebase articles/videos, technical support from our team through email or phone from 9-5 CST, M-F.</li> </ul> <p><b>Partner Support:</b></p> <ul style="list-style-type: none"> <li>• Partner resources, flyers, and templates</li> <li>• Partner dashboard with stat reports</li> <li>• Partnership manager with strategic insights and strategy sessions.</li> </ul> <p><b>Marketing Support:</b></p> <ul style="list-style-type: none"> <li>• Monthly email marketing newsletter</li> <li>• Google analytics integration</li> <li>• Assistance with managing site-wide promotions</li> </ul>	<p><b>\$25,000</b></p>
<p><b>Custom Integrations:</b></p> <ul style="list-style-type: none"> <li>• Website translation into multiple languages via online service <u>Weglot</u> <ul style="list-style-type: none"> <li>◦ Amharic</li> <li>◦ Arabic</li> <li>◦ English</li> <li>◦ French</li> <li>◦ Somali</li> <li>◦ Spanish</li> <li>◦ Vietnamese</li> </ul> </li> </ul>	<p><b>\$3,500</b></p> <p>(may be just \$1,500 initially if 5 languages or under)</p>
<p><b>Branding:</b></p> <ul style="list-style-type: none"> <li>• Marketplace logo consultation, design, files, and branded colors</li> </ul>	<p><b>\$1,200</b></p>
<p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>• Promotional coupon management (first-time buyer coupons, seasonal discounts, etc.). \$10/redemption, estimated at 25 redemptions/month.</li> </ul>	<p><b>\$3,000</b></p>
<p><b>Domain:</b></p> <ul style="list-style-type: none"> <li>• Website domain purchase</li> </ul>	<p><b>TBD</b></p>
<p><b>Sales Tax Collection and Remittance:</b></p> <ul style="list-style-type: none"> <li>• Streamlined Sales Tax State</li> </ul>	<p><b>\$0</b></p>
<p><b>Total</b></p>	<p><b>\$32,700 + domain</b></p>