

2015 FILIPINO COMMUNITY DATA AND SURVEY REPORT

Pre-Feasibility Study for a Seattle-Area
Filipino Business Plaza



APRIL 2015

For Filipino Chamber of Commerce of the
Pacific Northwest



Prepared by



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Many thanks go to everyone who led and participated in this study for giving of their time and wisdom.

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100 community members who responded to the survey!

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2015 Filipino Community Data and Survey Report

FOR FILIPINO CHAMBER OF COMMERCE OF THE PACIFIC NORTHWEST

EXECUTIVE SUMMARY

Key Census Data

- 60,000 Filipinos in King County
- Median age: 32.6 years old
- 45% foreign born
- 61% speak an Asian/Pacific language at home
- 73% have at least some college
- 59% homeowners
- \$67,817 median household income
- 75% age 16+ are in the labor force
- Largest occupational area: Management, business, science and arts
- 57% drive alone to work

The Filipino Chamber of Commerce of the Pacific Northwest is exploring the feasibility of developing a Filipino Business Plaza in the Seattle, Washington, area. The work will be in three phases: (1) conduct demographic research, a community survey and interviews; (2) identify and assess potential sites; and (3) identify public and private funding sources to make the Plaza a reality. Phase 1 explored three research questions:

1. What are the size and demographic characteristics of the Filipino population in Seattle and the region?
2. What kinds of businesses and services would attract customers/patrons to the Filipino Business Plaza?
3. What does the research suggest about a good location?

To conduct this phase, Cedar River Group, LLC, researched U.S. Census data and Puget Sound Regional Council (PSRC) economic and population forecasts, carried out a survey of Filipino community members, and conducted interviews with 10 knowledgeable Filipino leaders.

U.S. Census Data

The 2010 U.S. Census showed there is a substantial population in the region who are Filipino or Filipino in combination with another race/ethnicity¹—more than 20,000 in Seattle, more than 60,000 in King County and nearly 99,000 in the three-county area of King, Pierce and Snohomish counties. The Filipino community is a small part of King County’s total population—only 3.1 percent. Taking in the broader Central Puget Sound region (including also Kitsap and Island counties), there are a total of 112,434 people who identify as Filipino, and who make up 82 percent of the Filipino population in Washington state.

¹ This report uses “Filipino” and “Filipino population” to refer to those who self-identified in the Census as Filipino or Filipino combined with another race/ethnicity, or consider themselves Filipino Americans.

The median age of Filipinos is 33.9 years old in Seattle, 32.6 years in King County, and 31.4 years in the three-county area, all of which are younger than the overall King County median of 37.9 years. The average Filipino family size of 3.51 in King County is slightly higher than that of the county as a whole (3.05).

Several demographic factors suggest that the Filipino community in Seattle and King County might identify strongly with their roots, which could increase their interest in a Filipino Business Plaza. For example, 45 percent of the Filipino population in King County is foreign-born, and 61 percent of Filipino households speak an Asian/Pacific language at home.



Photo: Shubert Ciencia at Flickr

The Filipino population is well educated, with 73 percent having at least some college. A majority of the Filipino community own their homes. The median household income of Filipinos in Seattle is \$56,812 and in King County is \$67,817.

Seventy-five percent of Filipinos age 16 or older in King County is in the labor force. Most (80.2%) are employed in private enterprises, both for-profit and nonprofit, with 16.9 percent employed by government, and small percentages self-employed or unpaid family workers. By occupation, Filipinos in King County are primarily in management, business, science and arts occupations (35.4%), and in sales and office occupations (27.9%). Much of the population has access to a car, with more than half of employed Filipinos driving alone to work, with a mean commute time of 27 minutes.

In Seattle, the largest numbers of Filipinos live in the Beacon Hill and Rainier Valley neighborhoods. Other neighborhoods in Seattle and King County that many Filipinos call home include West Seattle/Delridge, Renton and SeaTac to the south, and Shoreline and Lake Forest Park to the north, though the northern areas have lower numbers than in the south.

PSRC Forecasts

PSRC projects there will be more than 19,000 more jobs in SeaTac by 2040.

The PSRC conducts economic and population forecasting in the Central Puget Sound region. Matching the census tracts where the Filipino population resides (per 2010 census), with the PSRC's corresponding analysis areas reveals the communities that currently have higher percentages of Filipino residents than the percentage in King County as a whole (3.1%).

In Seattle these areas are Rainier Beach (11.71% Filipino), South Beacon Hill / Columbia City (11.2%), North Beacon Hill/Mount Baker (8.94%), and Delridge / Highland Park (6.22%). In King County, these areas are all in the south,

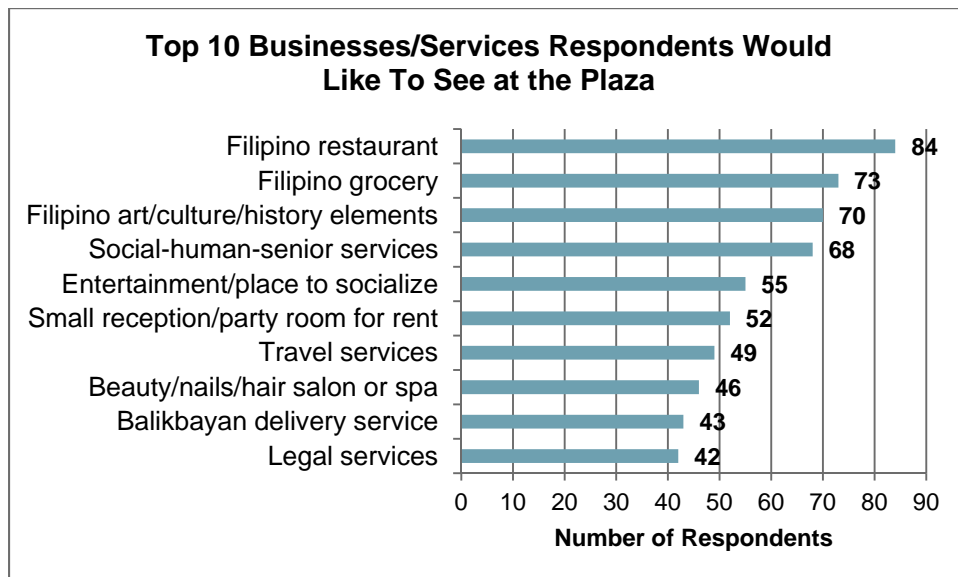
including Skyway / Bryn Mawr, Renton, Kent and Algona (ranging from 8.94% to 5.67% Filipino).

For the three areas that the Filipino Chamber of Commerce of the Pacific Northwest is tentatively considering exploring as a possible site for the Plaza, the closest matches in the PSRC's forecasts are South Beacon Hill / Columbia, Rainier Beach, and SeaTac. The PSRC's forecasts show that SeaTac currently has by far the largest population and number of jobs of the three areas, and that both are projected to grow substantially by 2040 (22 percent population growth and 73 percent job growth). Of the other two areas, South Beacon Hill / Columbia City currently has a larger population and more jobs than Rainier Beach, but Rainier Beach is projected to gain slightly more in both, with jobs nearly doubling by 2040.

Survey

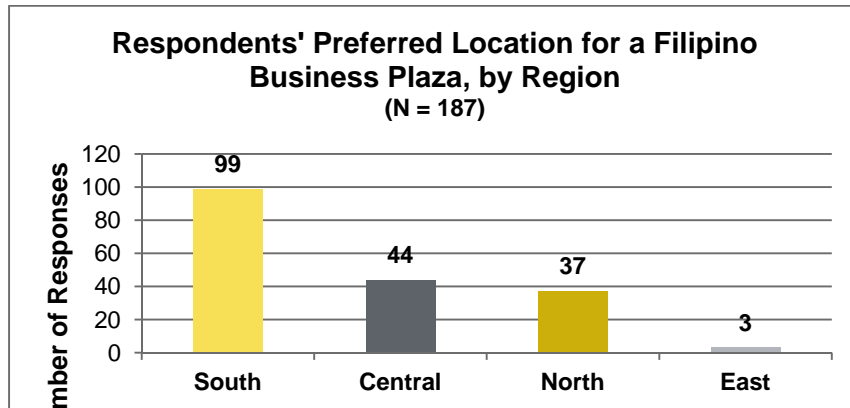
The consultants conducted a survey of Filipino community members in late 2014. The survey consisted of 10 questions asking about current patronage of Filipino businesses, what kinds of businesses and services would be appealing to have at a Filipino Business Plaza, and where to locate the Plaza. There were a total of 100 responses to the survey. Survey respondents indicated they are customers at a wide range of Filipino businesses, with Filipino grocery stores and restaurants frequented most often. More than a quarter of respondents said they visit Filipino grocery stores more than twice a month.

In response to the question about what to offer at the Plaza, more than 70 percent said they would like one or more Filipino restaurants, a Filipino grocery, and Filipino arts and culture elements. Nearly two-thirds (64) suggested having a wide range of offerings, including retail, professional services, a medical clinic, social services and government agencies.



Regarding the Plaza's location, the largest numbers preferred sites in Beacon Hill or southeast Seattle (47 for near the Filipino Community of Seattle, 38 for Beacon Hill/Columbia City, 34 for

Rainier Valley) Thirty-seven suggested North Seattle locations. Seventeen suggested a site in South King County near Seafood City or in Tukwila, Renton or Kent.



Interviews

The consultants interviewed 10 leading members of the Filipino community, whom the Filipino Chamber committee had identified. There was no consensus among interviewees on a location for the Filipino Business Plaza. Several interviewees suggested that the Plaza’s location might

be less important than what it offers, as long as it is readily accessible by highway and transit.

Interviewees’ Top Advice:

- Be clear about the purpose
- Have good access by car and transit
- Have a clear Filipino identity

The type of business that most interviewees suggested was one that offers food—a Filipino restaurant, fine dining, grocery, bakery or

coffee shop. Interviewees also suggested a variety of service businesses. The most frequently mentioned were: financial services, Balikbayan, travel services, and real estate. Some suggested co-locating with housing or social services; others thought it should be focused on business. Some interviewees liked the idea of including event space, but there was no consensus on the type or size. Interviewees also suggested having a clear Filipino identity, such as through the kinds of goods and services offered, or through décor or events.

Two other factors that most mentioned were access and parking. The Plaza should be easy to access from I-5, with sufficient parking, and also by transit, and near a stop.



Photo: Shubert Ciencia at Flickr

The main advice from several interviewees was to be very clear from the outset on the purpose for a Filipino Business Plaza, and to make sure all participating businesses agree on it.

Conclusions

The data on the Filipino population are favorable for a potential customer base for the Filipino Business Plaza because:

- There is a good sized population of Filipinos in the area with potential interest in patronizing a Filipino Business Plaza by cultural affiliation
- The population is young enough that they could be customers for two or more decades
- Most are employed and earn enough to become regular customers.

While there was not a clear consensus on a location, Beacon Hill, the Rainier Valley and near South King County areas had both high interest and are the current residence of the largest number of Filipinos. There was also good advice to make sure the location is easily accessible by major highways and by transit.

There was wide agreement that the Filipino Business Plaza should offer Filipino restaurants and a Filipino grocery, should have a clear Filipino identity, and be oriented toward a Filipino audience in offerings and décor. A range of other businesses and services would be of interest to many. The key will be to decide on the purposes and core audience for the Filipino Business Plaza, and to let those choices guide what is included.



Photo: Shubert Ciencia at Flickr



Photos, clockwise from top center: Ambro at FreeDigitalPhotos.net, stockimages at FreeDigitalPhotos.net; Shubert Ciencia at Flickr; Rhonda Peterson; Shubert Ciencia at Flickr; and Stuart Miles at FreeDigitalPhotos.net

Filipino Business Plaza – Pre-Feasibility Study Report

1.0 BACKGROUND AND CONCLUSIONS

1.1 Purpose and Methodology

The Filipino Chamber of Commerce of the Pacific Northwest (FCCPNW) has undertaken a project to explore the feasibility of developing a Filipino Business Plaza to be located in the Seattle, Washington, area. The Chamber formed the Filipino Business Plaza Steering Committee to direct this work. The committee members are: Charlene Angeles, Alex Borromeo, Tim Corpus, Larry Flores, Bert Golla, Pablo Lambinico, Roy Nudo, Antoinette Mamallo Thomas, and A. Barretto Ogilvie, Chair and FCCPNW President. The committee is conducting the project in three phases: Phase 1 – Research U. S. Census data, and conduct a community survey and key-person interviews; Phase 2 – Identify and assess potential sites; and Phase 3 – Identify public and private funding sources to make the Plaza a reality. To conduct this study, the Chamber secured a Neighborhood Matching Fund grant of \$25,000 from the City of Seattle Department of Neighborhoods.

Through a Request for Proposal process, the Chamber chose Cedar River Group, LLC, a public policy consulting firm based in Seattle, to conduct the first phase of the work. The research questions for this phase were:

1. What are the size and demographic characteristics of the Filipino population in Seattle and the region?
2. What kinds of businesses and services would attract customers/patrons to the Filipino Business Plaza?
3. What does the research suggest would be good locations for the Plaza?



Photo: Clarita at Morguefile.com

Between October 2014 and March 2015, Cedar River Group undertook four kinds of research: (1) U. S. Census data about the Filipino population; (2) Puget Sound Regional Council (PSRC) economic and population forecasts for the Seattle area and the neighborhoods of possible interest for the Plaza; (3) a survey, which garnered responses from 100 Filipino community members; and (4) 10 interviews with knowledgeable Filipino community leaders. Cedar River Group provided interim reports on each of these tasks. This final report provides the results of the work and consultants' conclusions and recommendations.

1.2 Conclusions

1.2.1 Potential Interest in a Filipino Business Plaza

With nearly 99,000 Filipinos in the three-county area, there is a good-sized population with potential interest in patronizing a Filipino Business Plaza and the means to do so. The population is also young enough that they could be customers for several decades. Both the

100 survey respondents and the 10 interviewees for this study responded with interest to the idea of a Filipino Business Plaza.

1.2.2 Potential Locations

The Southeast Seattle area, running from Beacon Hill through the Rainier Valley, and the near areas of South King County (Renton, Tukwila and SeaTac) have both the largest current Filipino population and got the nod of the largest numbers of survey respondents as the best location for the Filipino Business Plaza.

The 10 key-person interviews suggested that the Plaza's location might be less important than what it offers as long as it is readily accessible by highway and transit.



Photo: Shubert Ciencia at Flickr

1.2.3 Businesses and Services To Offer

There was wide agreement that the Filipino Business Plaza should offer Filipino restaurants and a Filipino grocery, and should be oriented toward a Filipino audience in its offerings and décor. A range of other businesses and services would be of interest to many. However, the key will be to decide on the purposes and core audience for the Filipino Business Plaza, and to let those choices guide what is included.

1.2.4 Possible Next Steps

To follow up on the advice of the 10 interviewees in particular, the following are possible next steps (not necessarily in this order):

- Explore the examples of other ethnic business plazas that interviewees suggested, and ask them how they put their plaza together. Possible questions include: What do you see as the purpose of your plaza? Has it changed? How many committed businesses did you start with? Was there an anchor tenant? an interested investor? What lessons did you learn?
- Talk with the contacts that Steve Johnson of Seattle's Office of Economic Development suggested: (1) Tony To at HomeSight about the Vietnamese plaza; (2) Wayne Lau of the Rainier Valley Community Development Fund about developing the business model (assuming Rainier Valley is a possible site for the Plaza); and (3) Mikel Davila at OED about how to market the Plaza and work with neighborhoods.
- Contact the Office of Minority and Women's Enterprise to see what help they might provide (suggested by Ellen Abellera).
- Work within the Chamber to get very clear about the purpose(s) of the Filipino Business Plaza and who you most want to attract as the customers.
- Get in touch with the three interviewees who said they might know potential investors or tenants (Ellen Abellera, Vallie Pavino and Sluggo Rigor) to explore their ideas.
- Go to a savvy developer and ask what that person/company would need to see in a proposal in order to be interested.

2.0 CENSUS DATA AND ECONOMIC FORECASTS

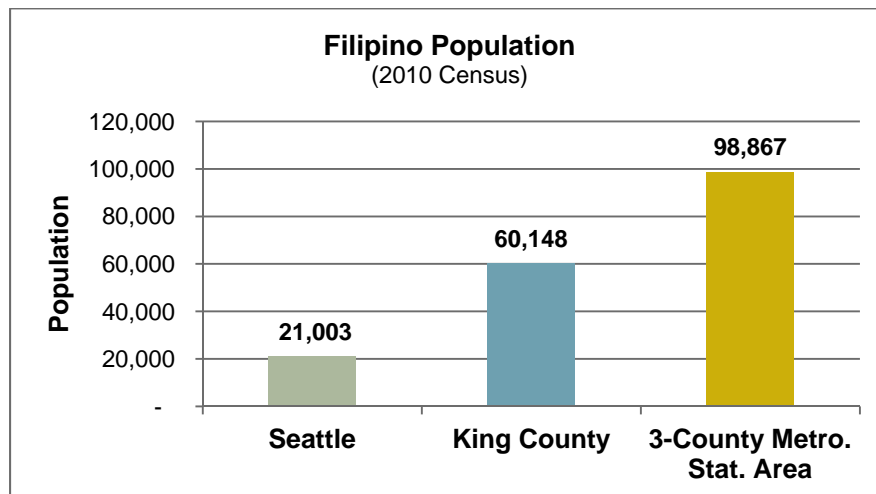
2.1 U.S. Census Data

2.1.1 Introduction

The research for this report focused on Seattle and King County as the primary market of a Filipino Business Plaza located in the Seattle area. Some data for the wider three-county metropolitan area (Pierce, King and Snohomish counties) are also included. The following sections explore Filipino population numbers, characteristics, households and housing, income, employment and residential location. See also the Appendix A for detailed data tables.

2.1.2 Population

There are a total of 21,003² people in Seattle who identify themselves as Filipino or Filipino in combination with another race/ethnicity, and 60,148 in King County. The three-county “Seattle-Tacoma-Bellevue Metropolitan Statistical Area”³ has 98,867 Filipino residents. The Filipino community is a small part of King County’s total population—only 3.1 percent. By gender, there are somewhat more Filipino females than males in King County (53.3% to 46.7%). The male/female split in the overall county population is more even.

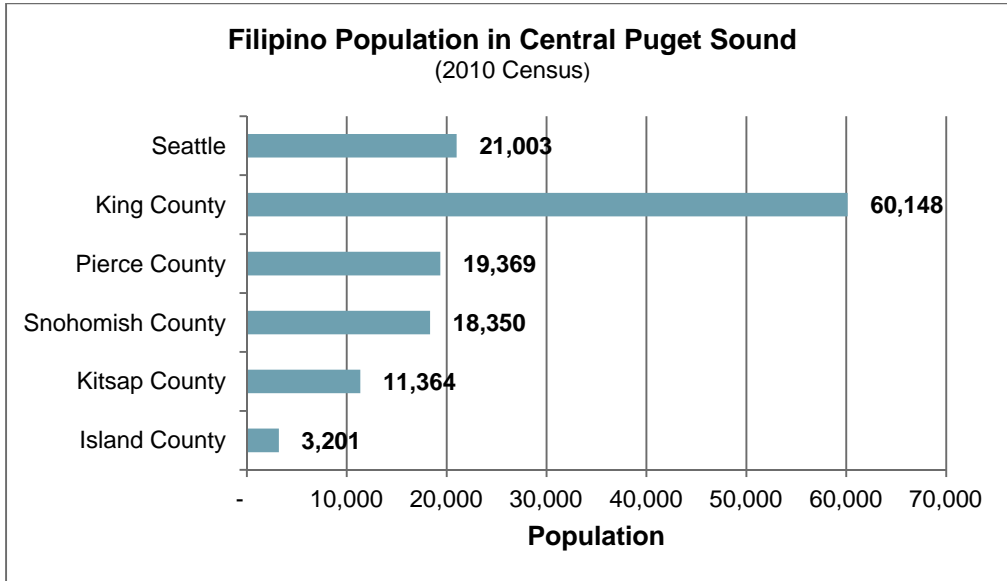


Source: 2010 Census, Table DP1

Taking in the broader Central Puget Sound region, there are a total of 112,434 people who self-identify as Filipino. The chart below shows the Filipino population for Seattle and the five Central Puget Sound counties.

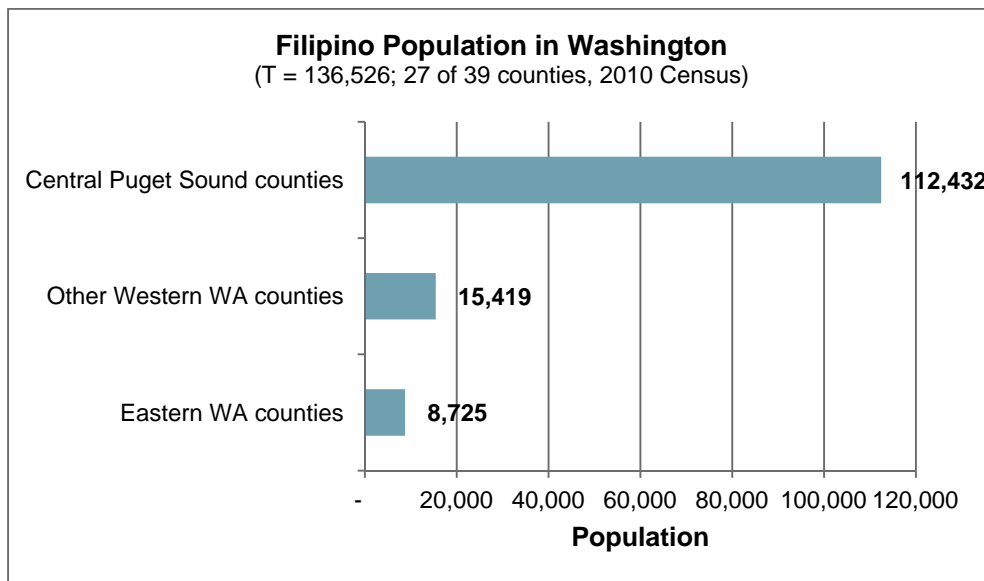
² Total population data are from the 2010 U.S. Census. Other data are from the 2006-2010 and 2011-2013 American Community Survey three-year estimates, depending on availability.

³ The Seattle-Tacoma-Bellevue Metropolitan Statistical Area includes all of Pierce, King and Snohomish counties, so includes Everett.



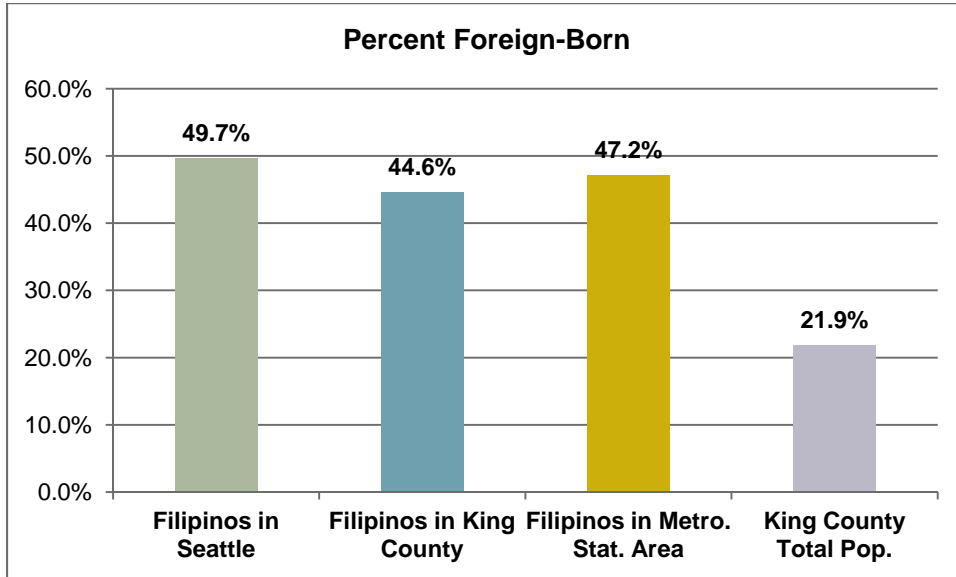
Source: 2010 Census – 2010, Table DP1

In Washington state, there are a total of 137,083 people who self-identify as Filipino. The Filipino population in the five Central Puget Sound counties is 82 percent of this total. The chart below compares the totals in different parts of the state as reported in 2010 Census for 27 of the state’s 39 counties. However, the missing counties account for only 557 people.



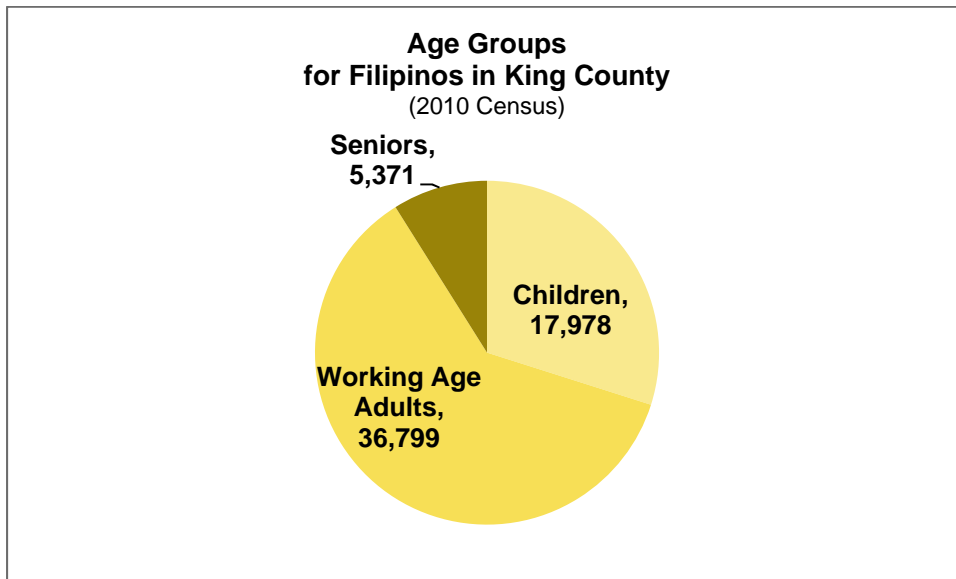
Source: 2010 Census – 2010, Table DP1

Forty-five percent of the Filipino population in King County is foreign born—double the proportion of foreign born in the county as a whole (21.9%). This suggests that about half the Filipino population would identify closely with a Filipino enterprise.



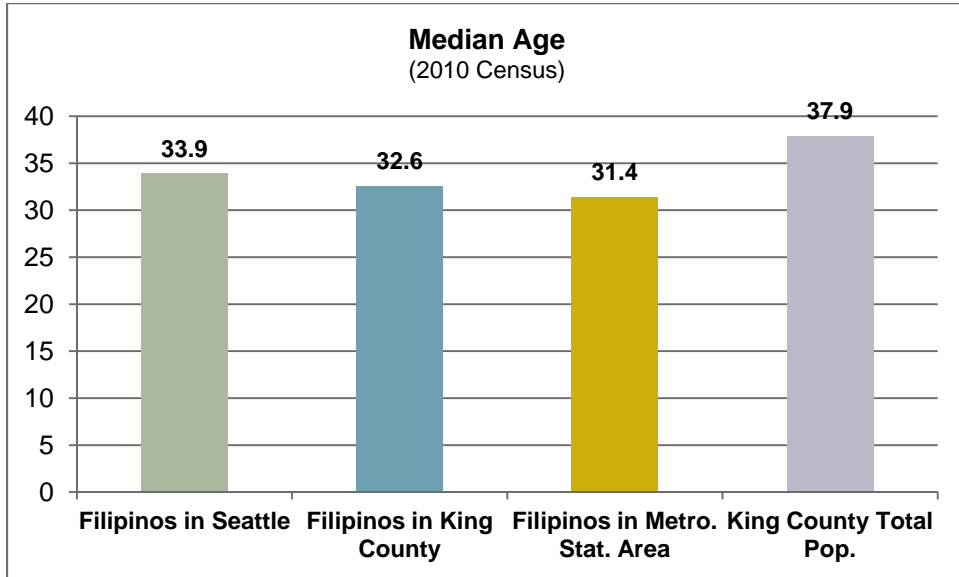
Source: American Community Survey, 2006 – 2010, Table B05002

Sixty-one percent of the Filipino population in King County consists of adults of working age. Thirty percent of the Filipino population is children and youth; only 9 percent is retirement age.



Source: 2010 Census – 2010, Table DP1

The Filipino population in Seattle (median age 33.9 years) is a little older than that of King County (median 32.6 years) or the three-county metro area (median 31.4 years). However, even in Seattle, the Filipino population is younger than the population of King County as a whole (median 37.9 years).

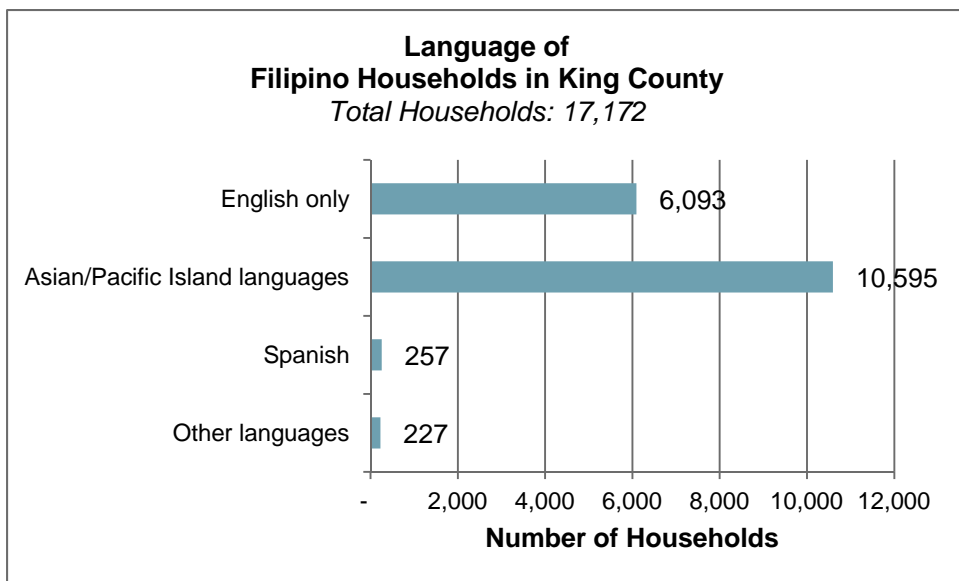


Source: 2010 Census – 2010, Table DP1

2.1.3 Characteristics

HOUSEHOLD LANGUAGE

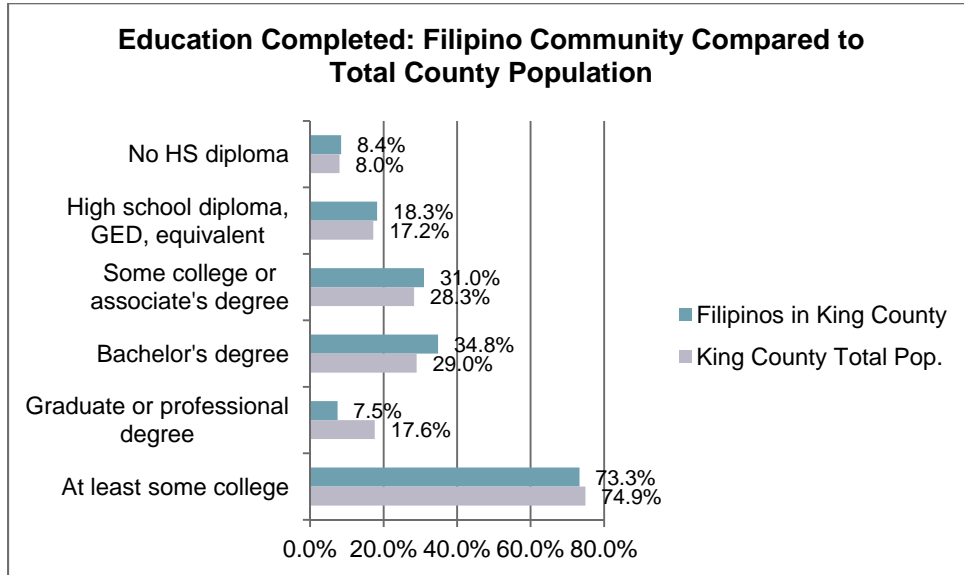
There are 17,373 households in King County that identify themselves as Filipino. Sixty-one percent (10,595) speak an Asian/Pacific language at home. (The census table for language spoken at home does not identify the specific language.) Of these households, 16.1 percent (1,707) do not include anyone over age 14 who speaks English “very well.” These data suggest that a sizable proportion of the Filipino community would appreciate the opportunity to do business where an Asian/Pacific language is spoken.



Source: American Community Survey, 2006 – 2010, Table B16002

EDUCATION

The Filipino population in King County is well educated, with 73.3 percent having at least some college. This education level is similar to that of the county as a whole, although a somewhat larger percentage of Filipinos have Bachelor's degrees than in the total county population, and a smaller percentage have graduate or professional degrees. In terms of current enrollment, 31 percent of the Filipino population of age 3 and over is enrolled in school at some level. This includes 8.7 percent who are college undergraduates and 1.5 percent who are in graduate school or working on a professional degree.



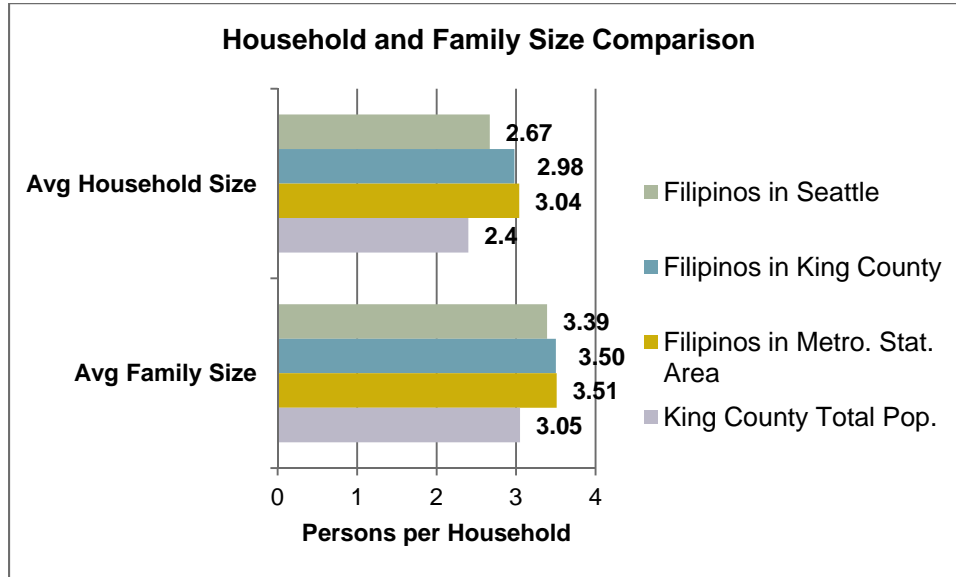
Source: American Community Survey, 2006 – 2010, Table B15002

2.1.4 Households and Housing

HOUSEHOLDS AND FAMILIES

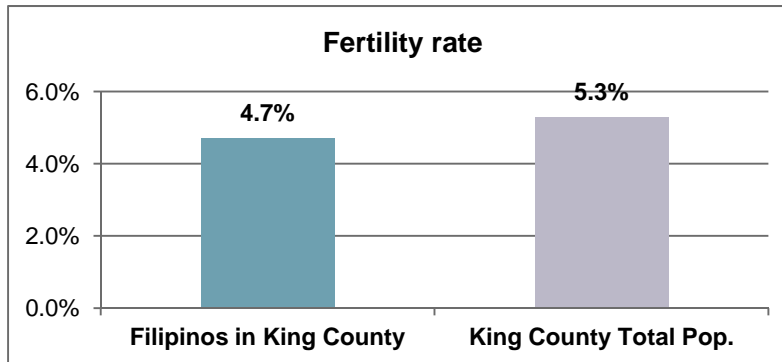
Of the 17,373 Filipino households in King County, nearly 70 percent (12,076) are family households.⁴ This percentage is higher than for King County as a whole (58.5%). Both the household size for the Filipino population (2.98 people) and the family size (3.5 people) are also a little higher than for the county as a whole (2.4 and 3.05 people, respectively).

⁴ The U.S. Census defines “family household” as two or more people living together who are related by marriage, birth or adoption.



Source: 2010 Census, Table D-1

Even though the average Filipino family size is slightly larger than the county’s overall, the fertility rate⁵ in the Filipino community (4.7%) is lower than in the county as a whole (5.3%). This suggests that Filipino family households may be larger because of elders or other relatives living in the same household.

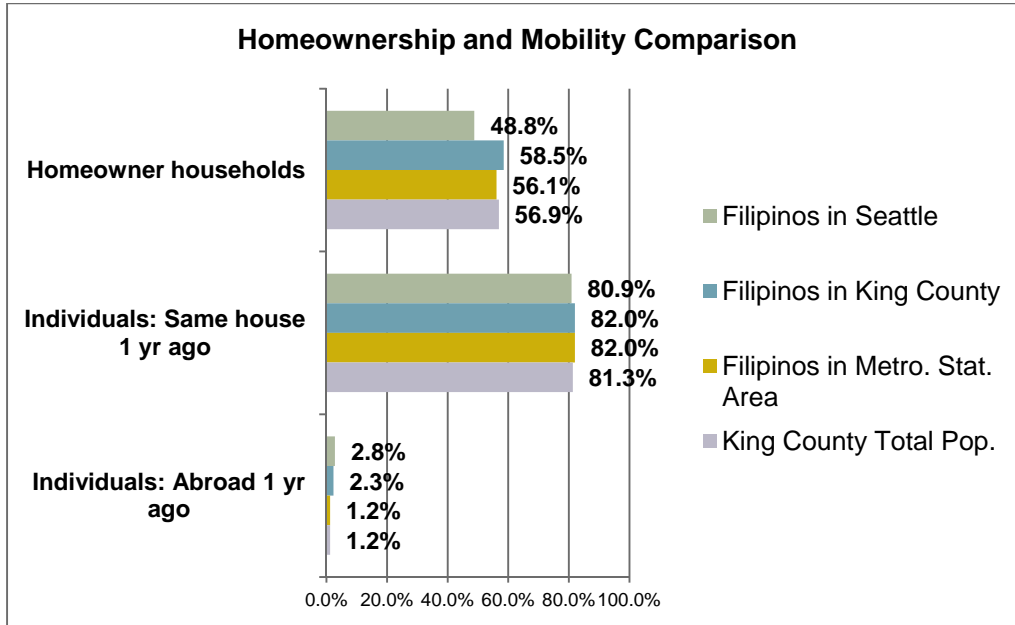


Source: 2010 Census, Table DP-1

HOME OWNERSHIP AND MOBILITY

Approximately 58 percent of Filipino households in King County own their homes. This is a higher rate of ownership than for Filipinos in Seattle only (48.8%) or in the three-county metropolitan area (56.1%), or for the total county population (56.9%). The Filipino population also appears to be stable: 82 percent lived in the same house a year ago. This status is approximately the same as for the total county population. However, of the Filipino population who lived elsewhere a year ago, 2.3 percent were living abroad, a higher proportion than for the county population as a whole (1.2%).

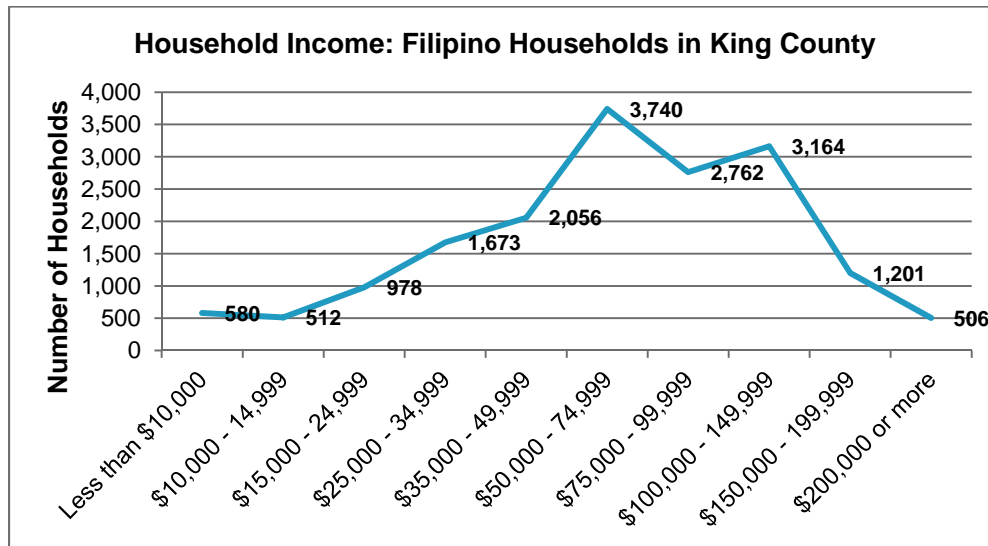
⁵ The U.S. Census defines “fertility rate” as the percentage of women ages 15 to 50 who have had a birth in the last 12 months.



Source: 2010 Census, Table DP-1; and American Community Survey, 2006 – 2010, Table B07204

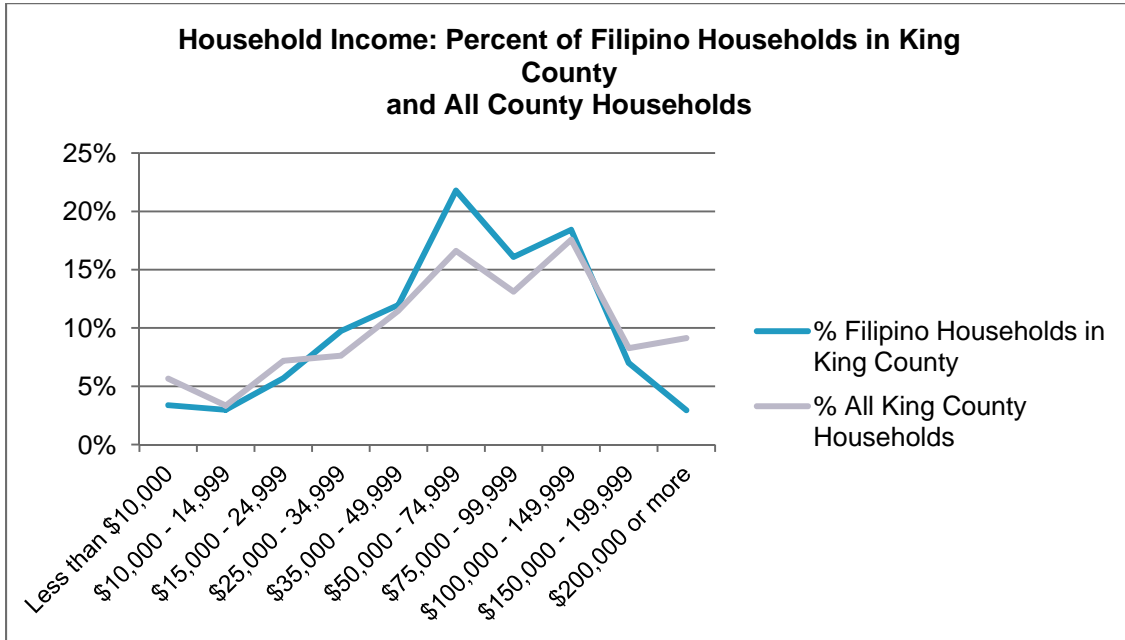
2.1.5 Income

Thirty-eight percent of Filipino households in King County have incomes in the \$50,000 to \$99,999 range; 28 percent have incomes of \$100,000 or more. Ninety percent have wage or salary income.



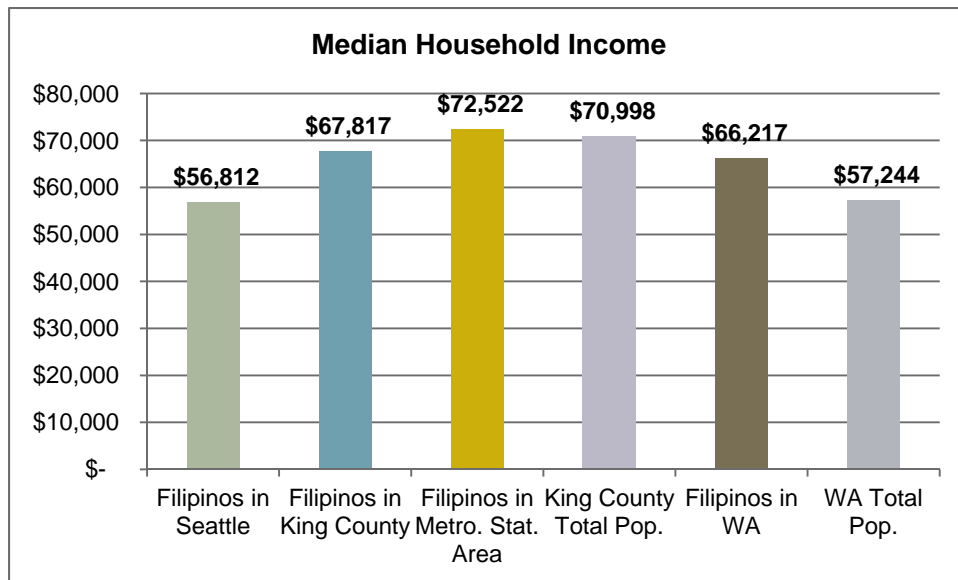
Source: American Community Survey, 2006 – 2010, Table DP03

As compared to the total King County population, a larger percentage of Filipino households has incomes between \$25,000 and \$99,999, and a smaller percentage has incomes at the far ends of the scale (less than \$10,000 and \$150,000 or more), as shown below.



Source: American Community Survey, 2006 – 2010, Table DP03

The median household income for Filipinos in Seattle is \$56,812 and in King County is \$67,817, which is slightly lower than the median for the county as a whole, though Filipinos in the three-county metro area have a higher median. The median incomes for Filipinos in both King County and in the state are higher than the median for the state’s total population.

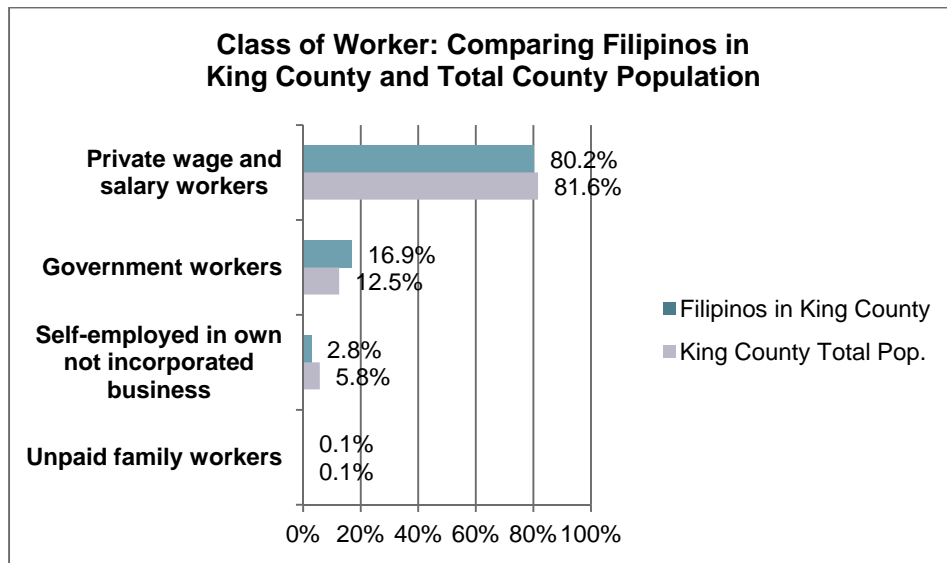


Source: American Community Survey, 2006 – 2010, Table DP03

2.1.6 Employment

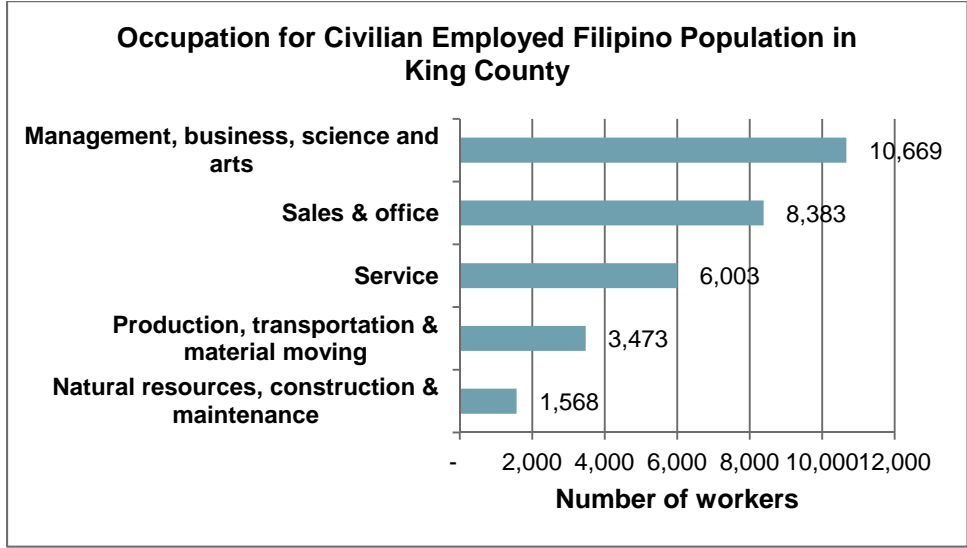
EMPLOYMENT STATUS, OCCUPATION AND INDUSTRY

Seventy-five percent of the Filipino population age 16 or older in King County (43,077 people) is in the labor force, a higher proportion than for the county as a whole (70%). The unemployment rate for the Filipino population is 4.5 percent, slightly lower than for the county as a whole (5%). Most (80.2%) Filipino workers in King County are employed in private enterprises, both for-profit and nonprofit, with 16.9 percent employed by government, and small percentages self-employed or unpaid family workers. Compared to the county population as a whole, there is a higher proportion of Filipinos employed in government and a lower proportion of self-employed.

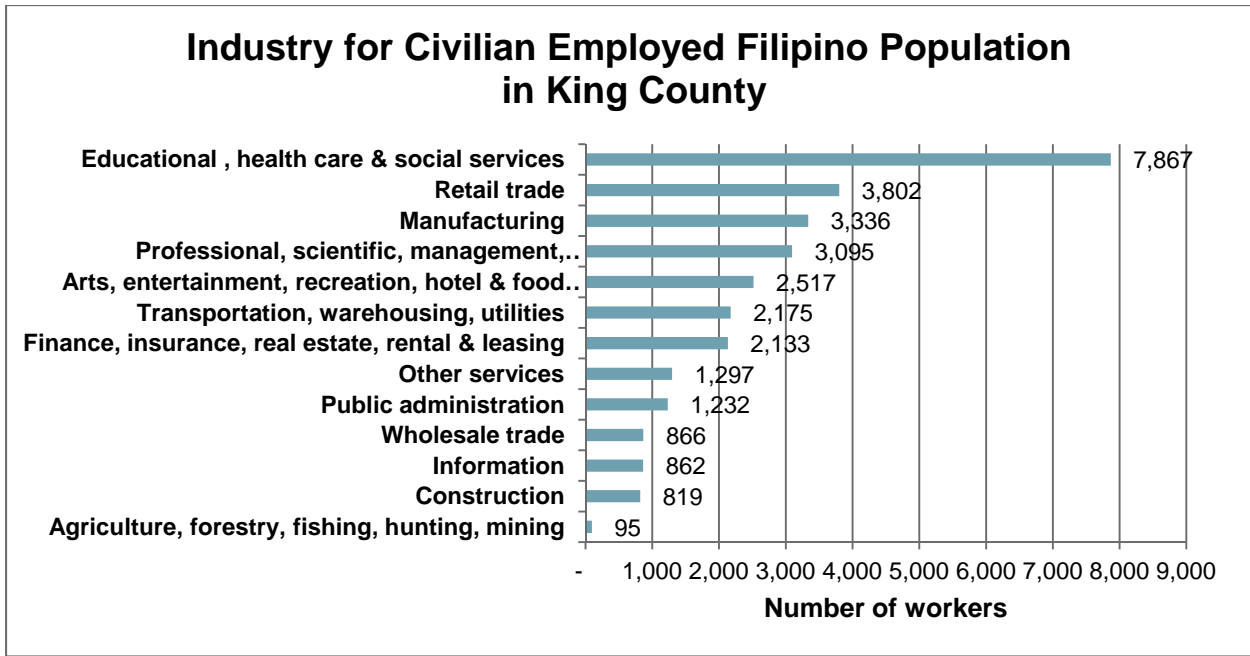


Source: American Community Survey, 2006 – 2010, Table DP03

By occupation, Filipinos in King County are primarily in management, business, science and arts occupations (35.4%), and in sales and office occupations (27.9%). By industry, the largest employer of Filipinos in King County is educational, health care and social services (26.1%), followed by retail trade (12.6%), and manufacturing (11.1%).



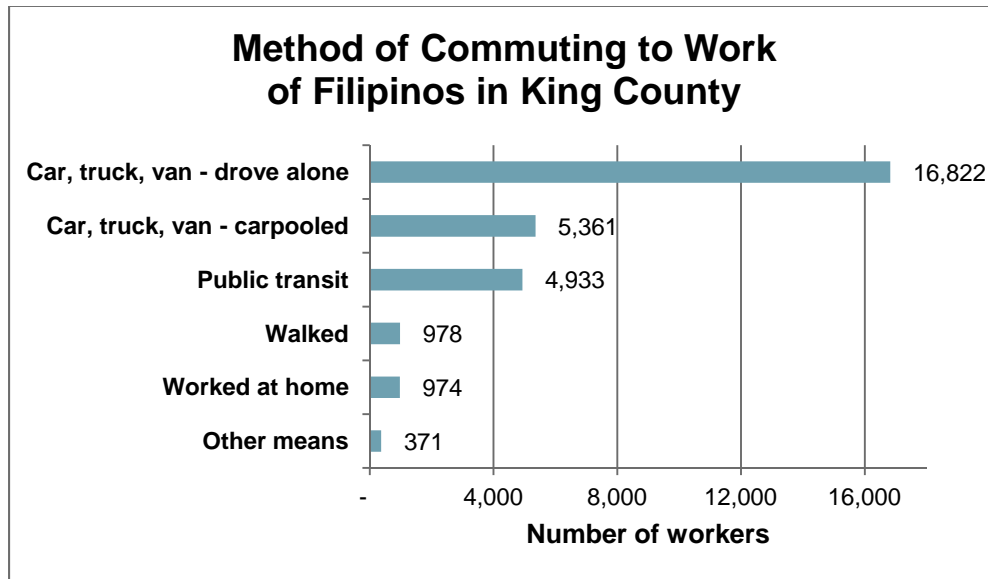
Source: American Community Survey, 2006 – 2010, Table DP03



Source: American Community Survey, 2006 – 2010, Table DP03

COMMUTING TO WORK

More than half (57%) of employed Filipinos in King County drive alone to work; 18 percent carpool and 17 percent take public transit. For all those not working at home, the mean travel time is 27 minutes. Thus at least half the working age Filipino population has access to a car they might use for shopping.

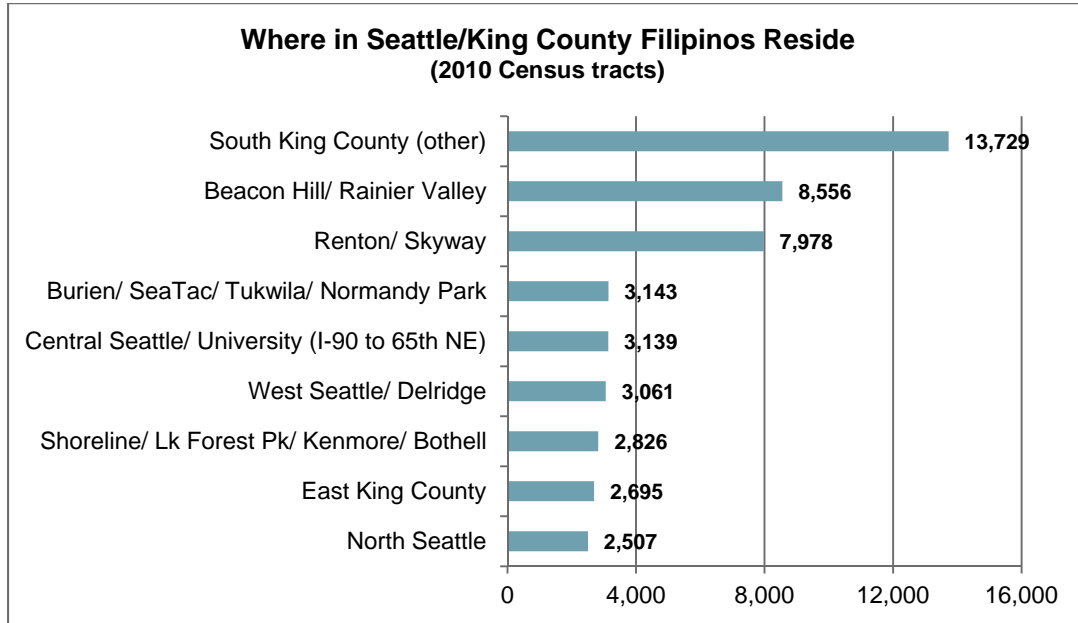


Source: American Community Survey, Table B08303

2.1.7 Residential Location

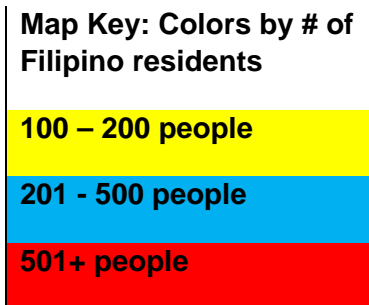
In Seattle, the largest numbers of Filipinos live in the Beacon Hill and Rainier Valley neighborhoods. Other neighborhoods in Seattle and King County that many Filipinos call home include West Seattle/ Delridge, Renton and SeaTac to the south, and Shoreline and Lake Forest Park to the north, though the northern areas have lower numbers than in the south. The following graph shows the residential locations by area.⁶

⁶ Based on 2010 Census, Table PCT1. The Census does not provide census tract data for tracts with population numbers less than 100.



Source: 2010 Census, Table PCT1

For population by census tract, see maps in Appendix B. The color highlights indicate the population density in three categories, as shown below.



2.2 Puget Sound Regional Council Economic and Population Forecasts

The Puget Sound Regional Council (PSRC) conducts economic and population forecasting in the Central Puget Sound region. The PSRC’s *2013 Land Use Baseline* shows current population and forecasts by areas the PSRC calls Forecast Analysis Zones (FAZ), which consist of one or more census tracts, and by cities.

2.2.1 Population Density

For this study, we matched up the census tracts where the Filipino population resides (per 2010 census), with the PSRC’s corresponding FAZ areas and their total population. This process reveals the communities with higher percentages of Filipino residents. The table below shows the areas where Filipinos are 3.5 percent or more of the population, i.e., more than the Filipino population’s percentage in the King County population as a whole (3.1%).

City/Location	FAZ #	2010 Filipino Pop. in FAZ (FAZ Key)	2010 Total Pop	% Filipino (% Filipino Key)	
Rainier Beach	5915	2,368	20,230	11.71%	FAZ Pop. Key
South Beacon Hill/Columbia City	5916	4,226	37,738	11.20%	<750
Skyway/Bryn Mawr	4005	1,083	12,118	8.94%	751-2,000
North Beacon Hill/Mount Baker	5925	1,833	24,712	7.42%	2,001+
Renton Industrial	4110	1,328	18,569	7.15%	
Panther Lake	3415	1,671	23,433	7.13%	% Filipino Key
Kentridge	3414	1,658	25,661	6.46%	<1.99%
Fairwood	3416	1,517	23,813	6.37%	2%-4.99%
Renton Airport/CBD	4130	1,076	17,061	6.31%	5%+
Kent Industrial	3600	1,224	19,550	6.26%	
Delridge/Highland Park	5716	1,620	26,048	6.22%	
Algona/Pacific	3110	521	9,189	5.67%	
Southwest Soos Creek	3426	1,007	19,395	5.19%	
East Renton	4210	1,148	23,668	4.85%	
North Tukwila/Riverton	3905	429	8,910	4.81%	
South Tukwila	3900	229	4,974	4.60%	
Lake Meridian	3427	959	22,152	4.33%	
Upper Duwamish/Harbor Island	5826	179	4,161	4.30%	
Lake Youngs	3413	325	7,650	4.25%	
Des Moines	3046	974	23,191	4.20%	
Redondo/Woodmont	3045	1,070	26,600	4.02%	
Twin Lakes	3010	1,606	40,891	3.93%	
Kent CBD/Kent East Hill	3505	1,495	38,647	3.87%	
Richmond Highlands	6410	1,304	35,529	3.67%	

City/Location	FAZ #	2010 Filipino Pop. in FAZ (FAZ Key)	2010 Total Pop	% Filipino (% Filipino Key)
Boulevard Park	3825	641	17,773	3.61%
Northgate	6225	674	19,253	3.50%

Sources: 2010 U.S. Census; PSRC, 2013 Land Use Baseline

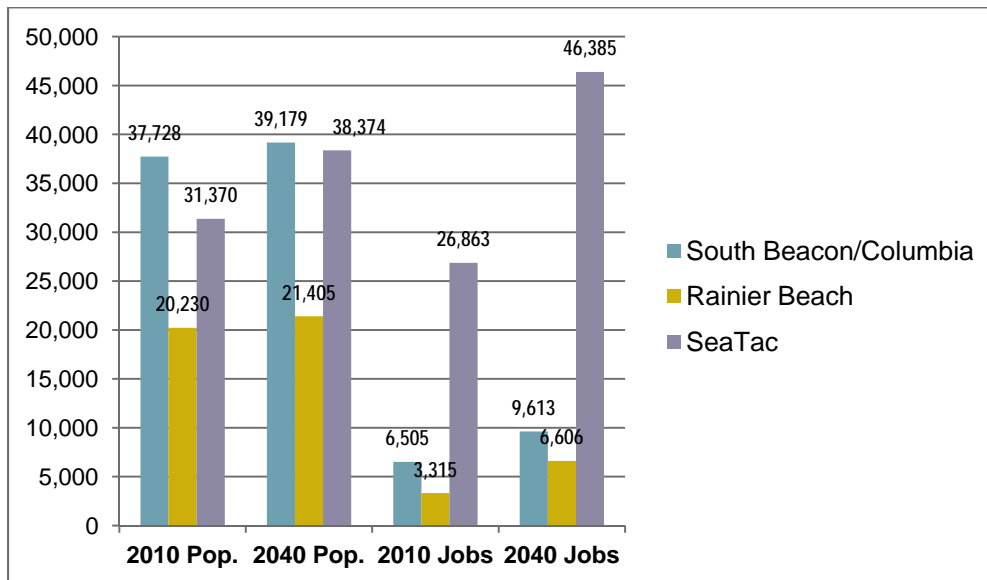
Note that these areas are in the band from Beacon Hill through Southeast Seattle (plus Delridge) and into South King County. The only areas that PSRC counts as East King County that have Filipino populations above the county average are in the south in/near Renton (Skyway/Bryn Mawr, Renton Industrial, Renton Airport/CBD, and East Renton). The only areas to the north are Richmond Highlands (in Shoreline) and Northgate.

2.2.2 Forecasts

The PSRC report provides forecasts for 2020, 2030 and 2040 for population, households, household income and employment by industry. The Filipino Chamber plans to explore three areas as potential sites for the Plaza: Othello to Graham and MLK Way; Rainier Valley; and SeaTac / International Blvd. The PSRC areas that that are the closest match to these three areas are: South Beacon Hill / Columbia, Rainier Beach, and SeaTac.

The PSRC data and forecasts (see Appendix C and the table below) show that SeaTac currently has by far the largest population and number of jobs of the three areas, and that its population and jobs are projected to grow substantially. Of the other two areas, South Beacon Hill / Columbia currently has a larger population and more jobs than Rainier Beach, but Rainier Beach is projected to gain slightly more in both population and jobs.

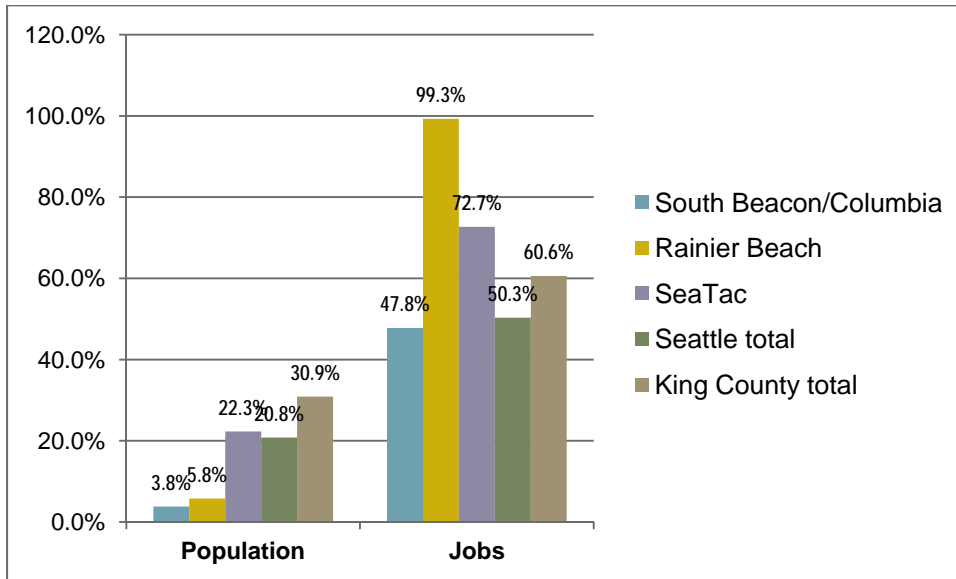
Population and Jobs: 2010 and Forecast for 2040



Source: PSRC, 2013 Land Use Baseline

In terms of the rate of growth, the population growth rate in SeaTac is projected to be 22 percent, slightly less than that of the county as a whole, but the employment growth rate is projected to be 73 percent, significantly higher than the county's. Compared to the growth rate of the City of Seattle as a whole, Rainier Beach and South Beacon / Columbia are projected to have a smaller growth rate for population. South Beacon / Columbia's job growth rate is projected to be close to that of the city as a whole, while Rainier Beach's job growth is projected to be nearly twice the city's, and significantly higher than SeaTac's.

Rate of Growth Forecast in Population and Jobs, 2010-2040



Source: PSRC, 2013 Land Use Baseline

3.0 SURVEY RESULTS

3.1 Survey Purpose and Methodology

This study conducted a survey of Filipino community members between November 3 and December 4, 2014. The survey consisted of 10 questions asking about:

- Current patronage of Filipino businesses
- What kind of businesses, services and features to have at the Filipino Business Plaza
- Where to locate the Plaza
- How much the Plaza should be oriented to Filipino customers
- The respondent’s home and/or business zip codes
- Whether the respondent owned a business and if so, if the respondent had an interest in locating at the Plaza

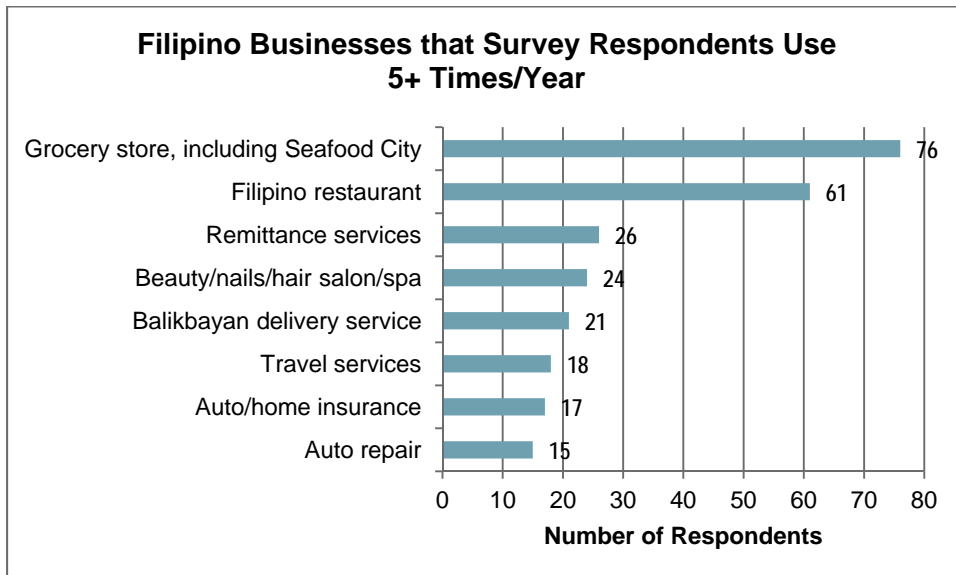
The survey was conducted online through Survey Monkey and on paper handed out at meetings of Filipino business owners and other Filipino groups.

3.2 Summary of Survey Results

There were a total of 100 responses. The following is a summary of the responses. See Appendix D for the survey instrument and charts of the full responses. Note: Since there were 100 responses, the following summary uses the number of responses, as the number and percent of responses are the same (e.g., 75 responses is 75 percent of the responses).

3.2.1 Current Custom of Filipino Businesses

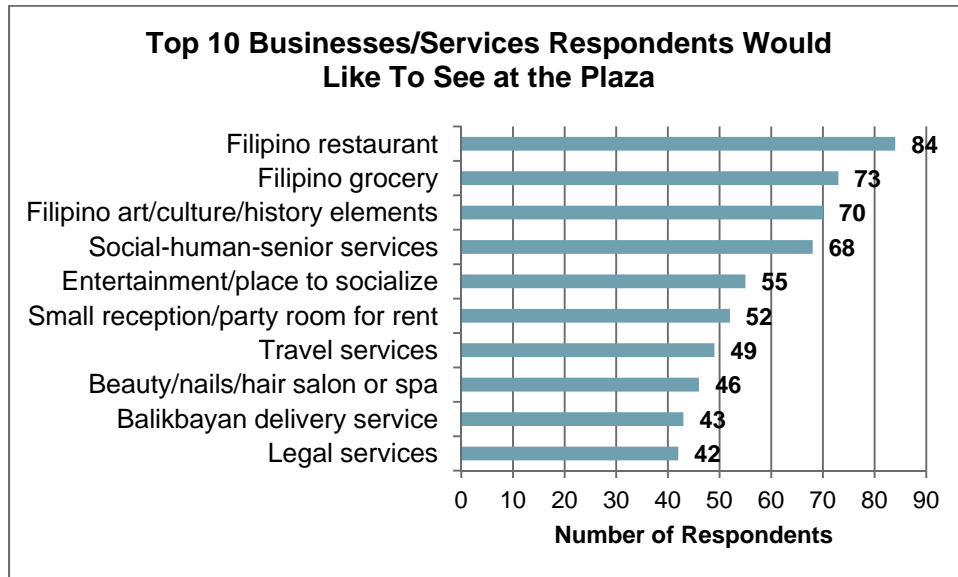
Survey respondents indicated they are customers at a wide range of Filipino businesses, ranging from Filipino grocery stores frequented the most often to legal services frequented the least often. The following chart shows the businesses that 15 or more of respondents visited at least five times a year.



The one business that nearly all respondents said they visited at least once a year and that had the most respondents who visited more than twice a month (28) was a Filipino grocery store.

3.2.2 Businesses and Services To Have at the Plaza

Respondents were asked what they would like to see at the Filipino Business Plaza, and given a long list of possible businesses, services and types of spaces, plus an “Other” option. The top 10 choices are shown in the following chart.



Respondents were also asked what combination of businesses and services would most attract them to a Filipino Business Plaza. Nearly two-thirds (64) said they would like to see a Plaza with a wide range of offerings: retail, professional services, a medical clinic, social services and government agencies. Thirty said they would be attracted to a Plaza with just retail and professional services. Four said they would be most attracted to a Plaza with retail and housing.

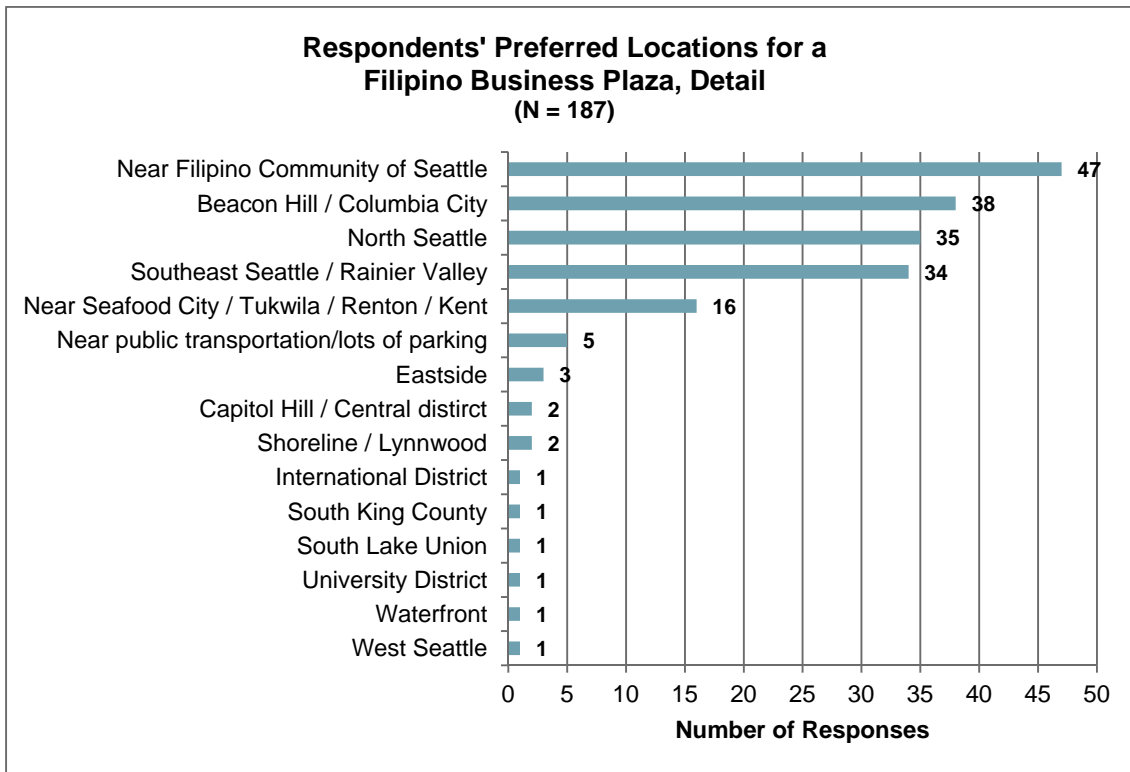
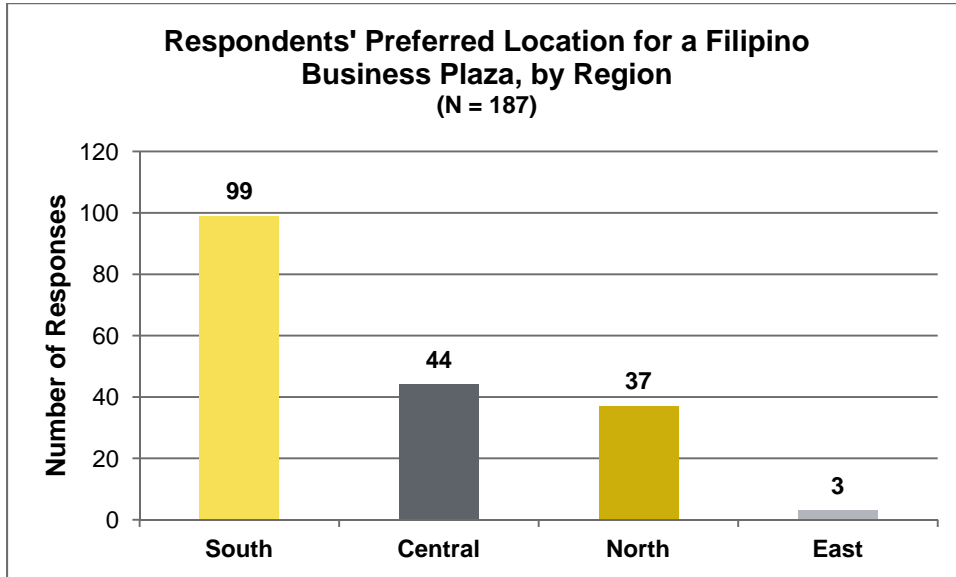
Regarding how oriented to Filipino customers the Plaza should be, 77 thought that at least half the businesses and services should be oriented to Filipino customers, and 19 of these thought that *all* the businesses should be Filipino customer oriented. Another 19 said it did not matter.



Photo: Rolfa at Freeimages.com

3.2.3 Location of the Plaza

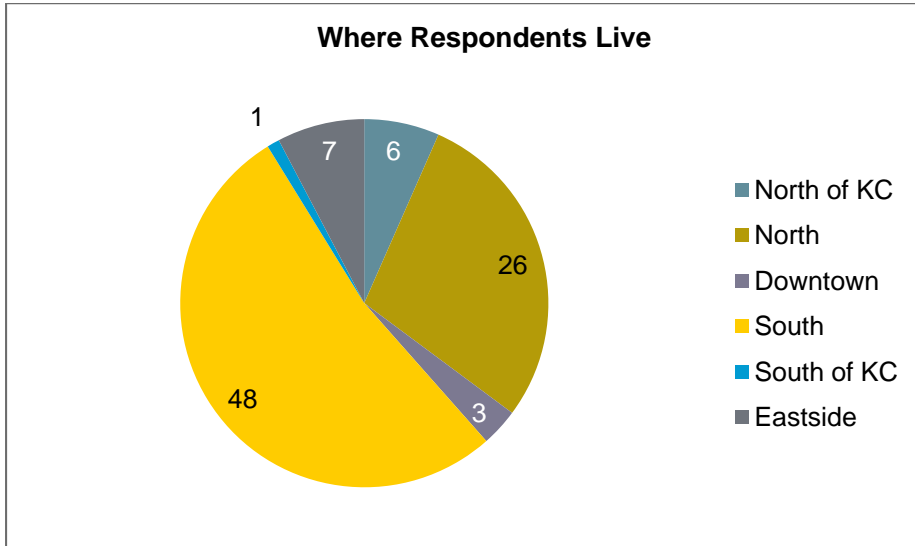
Respondents were asked what locations they would come to for a Filipino Business Plaza and were asked to indicate their top three choices. The following charts show the responses grouped by region of Seattle and King County, then the detail of specific responses. The largest numbers preferred locations from Beacon Hill into South King County.



3.2.4 Respondents' Location

The survey asked respondents for their home and business zip codes. South Seattle and South King County make up the largest block of both the respondents' home and business locations.

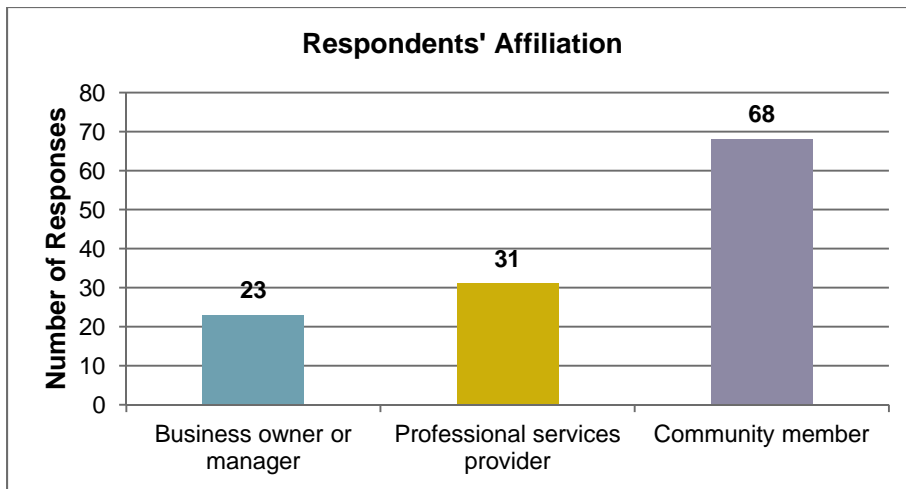
Nearly half of respondents (48) live in South Seattle or South King County; slightly more than a quarter (26) live in North Seattle or North King County. The remainder live on the Eastside (7), in Pierce County (6), in central or downtown Seattle (3), or in Snohomish County (1).



Respondents' business locations also emphasize South Seattle/South King County (21 respondents). Central/Downtown Seattle (13) and North Seattle/King County (12) make up the other large blocks of respondents' business locations. The remainder have businesses on the Eastside (4) or in Snohomish County (2).

3.2.5 Affiliation and Interest in Locating in the Filipino Business Plaza

Respondents were asked if they owned a business, were a professional services provider, or were a community member (some checked more than one of these). As shown below, slightly more than half (54) of respondents either own a business or provide professional services.



A total of 35 respondents answered the question: "If you own a business, would you be interested in locating in the Filipino Business Plaza?" Of those responding, more than half (20) said they would be interested.

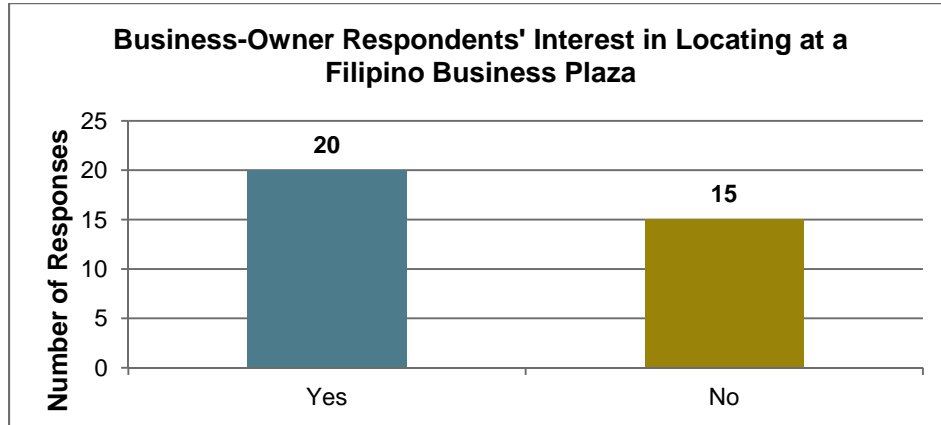


Photo: Stuart Miles at Freedigitalphotos.Net

4.0 KEY PERSON INTERVIEWS

The Filipino Chamber of Commerce of the Pacific Northwest committee that directed the work for this study identified leading members of the Filipino community for the consultant to interview for their advice about the Filipino Business Plaza.

4.1 Methodology and Interviewees

Between December 2014 and February 2015, Cedar River Group interviewed 10 leaders in the Filipino community about the possibilities for a Filipino Business Plaza. The questions asked about possible locations for the Plaza, the kinds of businesses and services to have there, how to position the Plaza in the market, and whether the interviewee could suggest possible investors or tenants. Of the 10 interviews, four took place in person, five by phone, and one was an emailed response to the questions. See Appendix E for the interview questions and notes from each interview.



The Filipino community interviewees were:

- Ellen Abellera, retired; former Executive Director, Washington Commission on Asian Pacific Affairs
- Bobby Abutin, CPA; President, Filipino American CPA Association
- Jun Aesquivel, President, Filipino American Engineers of Washington
- Bert Caoili, Past President, Filipino Community of Seattle; Regional Governor, Lions Club
- Cesar Castaneda, CPA; Past President, Filipino American CPA Association
- Lila Chin, teacher at Rainier Beach High School; President, Filipino American Educators
- Robert Gianan, student at Seattle University; Seattle University United Filipino Club; Lab Assistant, Pacific Northwest Diabetes Research Institute; President
- Jocelyn Montemayor, President, Washington State Pangasinan Association
- Vallie Pavino, real estate broker; President, Pavison World Wide Enterprises
- Sluggo Rigor, Executive Director, International Drop-in Center

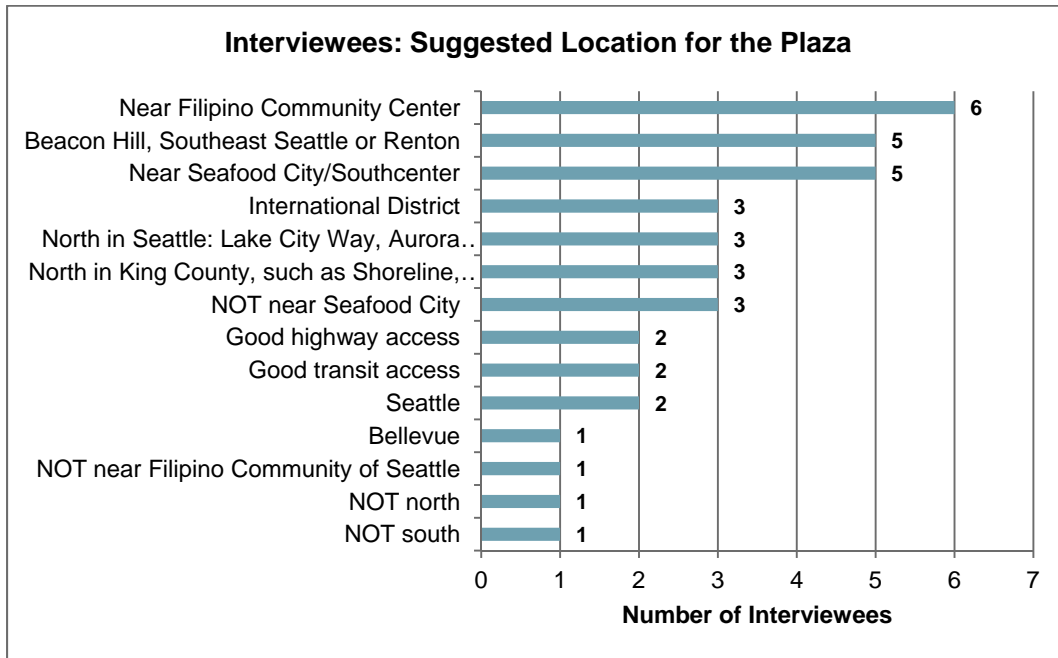
We also contacted Steve Johnson, Director of the City of Seattle Office of Economic Development, to ask for suggestions of other ethnic business plazas that might be good models.

4.2 Summary of Comments

4.2.1 Location

There was no consensus on a location for the Filipino Business Plaza. This may reflect the fact that the Filipino community is dispersed throughout the Greater Seattle area. Locations suggested by at least five interviewees were: near the Filipino Community of Seattle (6); Beacon Hill, Southeast Seattle or Renton (5); and near Seafood City/Southcenter/Tukwila. When asked specifically about locating near the Filipino Community Center or near SeaFood City, some interviewees thought these might be good locations, others recommended *against* locating in these areas. See the graph below.

Several interviewees suggested that location might not be as important as what the Plaza offers, as long as it is readily accessible by major highways and transit.



4.2.2 Businesses/Services To Include

The most frequently suggested type of business to have at the Filipino Business Plaza was one that offers food—a Filipino restaurant, fine dining, grocery, bakery or coffee shop. Interviewees also suggested a variety of service businesses, such as financial services, Balikbayan, and travel services. A few suggested co-locating the Plaza with housing or social services; others thought it should be focused on business. Two interviewees suggested that it house a consular office.



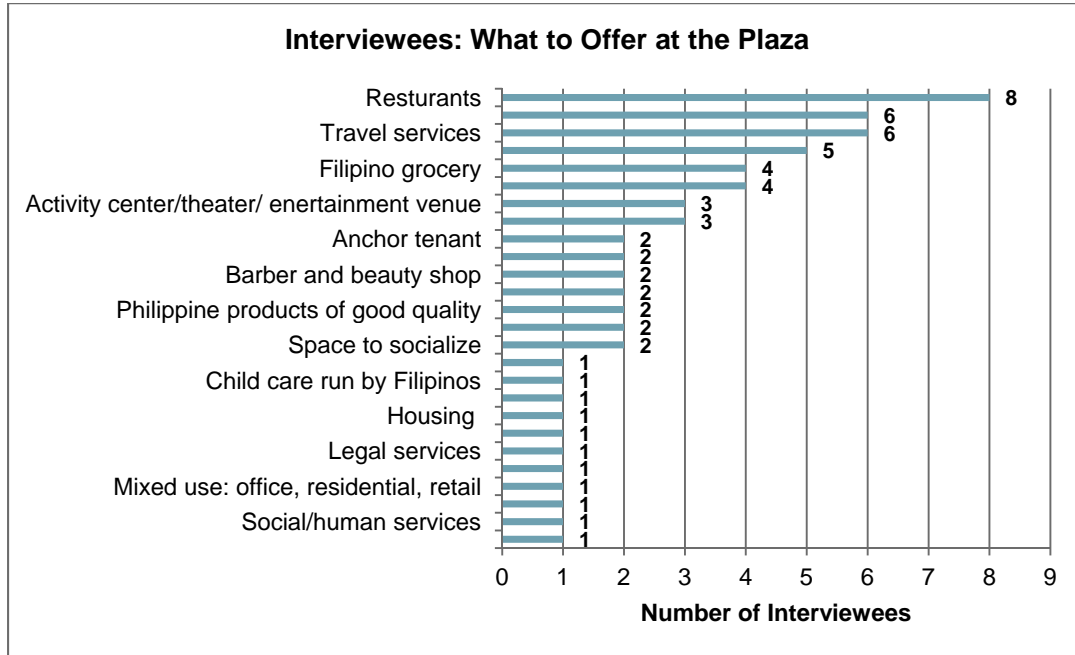
Photo: Shubert Ciencia at Flickr

When asked about including event space, many interviewees thought this was an appealing idea, but there was no consensus on what kind of space would be best. Suggestions ranged from meeting rooms, to banquet space, to an activity center for performances and cultural events. Several interviewees suggested that a coffee shop or café by their nature would provide space for socializing.

Two other factors that most interviewees mentioned were access and parking. They said the Plaza should be easy to access from I-5, and also by transit. It

should have sufficient and convenient parking. For transit riders, it should be convenient to and walkable from a stop.

Several interviewees also suggested having a clear Filipino identity, whether through the kind of goods and services offered for sale, or through the décor or occasional sponsorship of events.



Advice from Interviewees

- Be clear on the purpose and make sure all involved agree
- Have a clear Filipino identity
- Include food!
- Needs to be easy to access by car and transit
- Must have sufficient parking
- Offer better quality products not readily available elsewhere

4.2.3 Positioning

Interviewees mentioned quality, service and price as key factors to attract and keep Filipinos as customers. Several suggested offering products and services that are better quality and not readily available elsewhere. In terms of age groups to appeal to, several interviewees suggested family-oriented features, such as a family restaurant and a children’s play area. A young adult interviewee cautioned that Filipino identity is not as strong for younger people, so the Plaza’s appeal would depend on the particular businesses located there.

4.2.4 Advice

Several interviewees recommended being very clear from the outset on the purpose for a Filipino Business Plaza and making sure that all the businesses involved agree on it.

Suggested examples of successful ethnic business plazas were:

- Korean business area on Pacific Highway S. near Federal Way
- Viet Wall Market Plaza on MLK Way
- Great Wall Shopping Mall in Renton
- Chinese-owned plaza south of IKEA by Highway 167 in Renton
- Goldilock in Vancouver, Canada
- King Plaza at 7101 MLK Way on Beacon Hill

Three interviewees said they had ideas about potential investors and/or tenant businesses: Ellen Abellera, Vallie Pavino and Sluggo Rigor.

APPENDICES

APPENDIX A CENSUS DATA

Population

<i>Population #s</i>	Filipinos King County	% Filipinos KC	Filipinos Seattle only	Filipinos Metro. Stat. Area	Total King County Pop.
Total Filipino Population (PCT1)***	60,148		21,003	98,867	
Filipino pop. as % of King County					3.1%
Males (DP-1)	28,078	46.7%	46.5%	51.9%	49.9%
Females (DP-1)	32,070	53.3%	53.5%	48.1%	50.1%
# Foreign Born (ACS B05002)	26,832		10,444	46,630	423,389
Percent Foreign Born		44.6%	49.7%	47.2%	21.9%

Filipino Population in Washington

King County	60,148
Pierce County	19,369
Snohomish County	18,350
Kitsap County	11,364
Island County	3,201
Subtotal: Central Puget Sound counties	112,432
Other Western WA counties*	15,419
Eastern WA counties**	8,725
Unknown county	557
TOTAL	137,083

* Other Western WA counties included are: Clallam, Clark, Cowlitz, Grays Harbor, Jefferson, Lewis, Mason, Skagit, Thurston, and Whatcom

** Eastern WA counties included are: Benton, Chelan, Douglas, Franklin, Grant, Kittitas, Okanogan, Spokane, Stevens, Walla Walla, Whitman and Yakima.

Counties the Census did not report totals for are: Adams, Asotin, Columbia, Ferry, Garfield, Klickitat, Lincoln, Pend Oreille, San Juan, Skamania and Wahkiakum

*** The letter-number combinations in parentheses in these tables are the Census table numbers. See the end of this Appendix for a full list of the tables consulted.

Age groups (DP-1)	Filipinos King County	% Filipinos KC	Filipinos Seattle only	Filipinos Metro. Stat. Area	Total King County Pop.
0 – 19 years (children & youth)	17,978	29.9%			
20 – 29	9,567				
30 – 44	13,574				
45 – 64	13,658				
Subtotal: 20 - 64 (working age adults)	36,799	61.2%			
65 – 79	4,295				
80+	1,076				
Subtotal: Seniors (65+)	5,371	8.9%			
Median age	32.6		33.9	31.4	37.9

Characteristics

Household Language (B16002)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area
Total Households	17,172		6,910	26,273
English only	6,093	35.5%	2,501	9,542
Asian/Pacific Island languages	10,595	61.7%	4,257	15,919
For A/PI HH, no one over age 14 in HH speaks English only or "very well"	1,707	16.1%	1,004	2,422
Spanish	257	1.5%	108	
For Spanish-speaking HH, no one over age 14 in HH speaks English only or "very well"	13			
Other Indo-European languages	146	0.9%		
For Other I-E, no one over 14 in HH speaks English only or "very well"	0			
Other languages	81	0.5%		
For Other, no one over 14 in HH speaks English only or "very well"	18			
Total HH where no one speaks English only or "very well"	1,738	10.1%		

School/College Enrollment, 3 yrs & up (B14001)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
<i>Pop. 3 yrs & up</i>	53,400				
Total enrolled	16,674	31.2%			24.2%
Nursery school, preschool, kindergarten	1,967				
Grades 1 - 8	5,655				
Grades 9 - 12	3,584				
College undergraduate	4,655	8.7%			
Graduate or professional school	813	1.5%			

Education Level, age 25 & up (B15002)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
<i>Age 25 & up</i>	35,145				1,403,272
No HS diploma	2,969	8.4%			
High school diploma or equivalent	6,414	18.3%			240,816
Some college, no degree	7,556	21.5%			282,326
Associate's degree	3,337	9.5%			114,280
Bachelor's degree	12,238	34.8%			407,193
Graduate or professional degree	2,631	7.5%			247,055
At least some college	25,762	73.3%			74.9%

Veteran Status (B21001)	Filipinos King County	% Filipinos KC
<i>Pop. 18 yrs & up</i>	41,543	
Veteran	2,009	4.8%

Households and Housing

Households and Families	Filipinos King County	% Filipino HH KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.	% KC HH
Total Households (DP-1)	17,373				789,232	
Family Households (DP-1)	12,076	69.5%			461,510	58.5%
Avg Household Size (DP-1)	2.98		2.67	3.04	2.4	
Avg Family Size (DP-1)	3.50		3.39	3.51	3.05	
Responsibility for Grandchildren						
Grandparents living with & responsible for grandchildren under 18 yrs (B10050)	403					
Grandparents living with but not responsible for grandchildren under 18 yrs (B10050)	1,433					
Fertility Rate						
Women 15 to 50 years	16,104				518,477	
Women who have given birth in last 12 mos (B13002)	760	4.7%			27,692	5.3%

Housing Tenure	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.	% KC Pop.
Total occupied housing units	17,373					
Housing Units						
Owner-occupied housing units (DP-1)	10,169	58.5%	48.8%	56.1%		56.9%
Renter-occupied housing units (DP-1)	7,204	41.5%	51.2%	43.9%		43.1%
Total People in Housing Units	50,382					
People in owner-occupied housing (B25008)	35,128	69.7%				

Housing Tenure	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.	% KC Pop.
People in renter-occupied housing (B25008)	15,254	30.3%				

Housing Mobility	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.	% KC Pop.
<i>Total pop. Age 1 yr & up</i>	55,167				1,982,932	
Same house 1 yr ago (B07204)	45,258	82.0%	80.9%	82.0%	1,612,079	81.3%
Different house 1 yr ago in same county (B07204)	3,496	6.3%	12.1%	11.2%	128,328	6.5%
Abroad 1 year ago (B07204)	1,244	2.3%	2.8%	1.2%	24,598	1.2%

Income

Household Income in Past 12 Mos (B19001)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
<i>Total Households</i>	17,172				
Less than \$20,000	1,500	8.7%			
\$20,000 - 29,999	1,319				
<i>Below \$30K</i>		16.4%			
\$30,000 - 39,000	1,569				
\$40,000 - 49,999	1,411				
\$50,000 - 59,000	1,543				
<i>\$30K - \$60K</i>		26.3%			
\$60,000 - 74,999	2,197				
\$75,000 - 99,999	2,762				
<i>\$60K - \$100K</i>		28.9%			
\$100,000 - 124,999	1,947				
\$125,000 - 149,999	1,217				
\$150,000 - 199,999	1,201				

Household Income in Past 12 Mos (B19001)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
\$200,000+	506				
\$100K+		28.4%			
Median HH income (B19013)	\$ 67,817		\$56,812	\$ 72,522	\$ 70,998

Household Income: Filipino and General Population (DP03)	Filipinos in King County	King County Total Pop.	Filipinos in WA	WA Total Pop.
Less than \$10,000	580	45,365	1,323	158,877
\$10,000 - 14,999	512	26,882	967	112,647
\$15,000 - 24,999	978	57,640	2,293	238,279
\$25,000 - 34,999	1,673	61,173	3,248	252,149
\$35,000 - 49,999	2,056	92,150	4,468	361,741
\$50,000 - 74,999	3,740	133,348	7,432	501,524
\$75,000 - 99,999	2,762	105,298	5,862	355,408
\$100,000 - 149,999	3,164	141,063	6,230	366,055
\$150,000 - 199,999	1,201	66,403	2,133	124,443
\$200,000 or more	506	73,284	915	106,252

Household Income – Percent of Households at Each Income Level (calculated from DP03)	% Filipino Households in King County	% All King County Households
Less than \$10,000	3%	6%
\$10,000 - 14,999	3%	3%
\$15,000 - 24,999	6%	7%
\$25,000 - 34,999	10%	8%
\$35,000 - 49,999	12%	11%
\$50,000 - 74,999	22%	17%
\$75,000 - 99,999	16%	13%
\$100,000 - 149,999	18%	18%
\$150,000 - 199,999	7%	8%

Household Income – Percent of Households at Each Income Level (calculated from DP03)	% Filipino Households in King County	% All King County Households
\$200,000 or more	3%	9%
Total Households	17,172	802,606

Median Household Income Comparison (DP03)

Filipinos in Seattle	\$56,812
Filipinos in King County	\$67,817
Filipinos in Metro. Stat. Area	\$72,522
King County Total Population	\$70,998
Filipinos in Washington	\$66,217
Washington Total Population	\$57,244

Poverty Status in Past 12 Mos (B17001)	Filipinos King County	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
Income below poverty level	3,736			
Poverty rate (S0201)	7.8%	8.3%	7.5%	12.1%

Household Income Source in Past 12 Mos.(DP03)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
Total HH	17,172				
Wage or salary income	15,713	91.5%	88.1%	90.7%	82.9%
Social Security income	3,551	20.7%			
Retirement income	2,430	14.2%			
Supplemental Security income	604	3.5%			
Cash public assistance income	634	3.7%			
Food Stamps/SNAP benefits in past 12 mos.	1,200	7.0%			

Employment

Employment Status, age 16+ (DP03)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
Population 16 yrs & over	43,077				
In labor force	32,084	74.5%	11,911	not avail	69.5%
Civilian employed	30,096	69.9%	11,168		64.3%
Unemployed	1,954	4.5%	726		5.0%
In Armed Forces	34	0.1%	17		0.2%
Not in labor force	10,993	25.5%	4,936		30.5%

Occupation for Civilian Employed Pop (DP03)	Filipinos King County	% Filipinos KC
Management, business, science and arts	10,669	35.4%
Sales & office	8,383	27.9%
Service	6,003	19.9%
Production, transportation & material moving	3,473	11.5%
Natural resources, construction & maintenance	1,568	5.2%

Industry for Civilian Employed Pop (DP03)	Filipinos King County	% Filipinos KC
Educational , health care & social services	7,867	26.1%
Retail trade	3,802	12.6%
Manufacturing	3,336	11.1%
Professional, scientific, management, administrative	3,095	10.3%
Arts, entertainment, recreation, hotel & food services	2,517	8.4%
Transportation, warehousing, utilities	2,175	7.2%
Finance, insurance, real estate, rental & leasing	2,133	7.1%
Other services	1,297	4.3%
Public administration	1,232	4.1%

Industry for Civilian Employed Pop (DP03)	Filipinos King County	% Filipinos KC
Wholesale trade	866	2.9%
Information	862	2.9%
Construction	819	2.7%
Agriculture, forestry, fishing, hunting, mining	95	0.3%

Class of Worker for Civilian Employed Population (DP03)	Filipinos King County	% Filipinos KC	% Total County Pop.
Private wage and salary workers	24,122	80.2%	81.6%
Government workers	5,091	16.9%	12.5%
Self-employed in own not incorporated business	845	2.8%	5.8%
Unpaid family workers	38	0.1%	0.1%

Commuting to Work (DP03)	Filipinos King County	% Filipinos KC
Car, truck, van - drove alone	16,822	57.1%
Car, truck, van - carpooled	5,361	18.2%
Public transit	4,933	16.8%
Walked	978	3.3%
Worked at home	974	3.3%
Other means	371	1.3%

Travel Time to Work for workers not working at home (B08303)	Filipinos King County	% Filipinos KC	Filipinos Seattle	Filipinos Metro. Stat. Area	Total King County Pop.
Total not working from home	28,465				
0 - 19 mins	9,716	34.1%			
20 - 29 mins	7,147	25.1%			
30 - 39 mins	5,377	18.9%			
40 - 59 mins	4,036	14.2%			
60+ mins	1,656	5.8%			
Mean travel time to work in mins. (DP03)	27		25.8	28.5	27.2

Census Tables Consulted

Table #	Title/Subject	Census/ACS Years
B05002	Place of Birth by Citizenship Status	American Community Survey (ACS) 2006-2010
B07204	Geographical Mobility in the Past Year for Current Residence – State, County and Place Level in the United States	ACS 2006-2010
B08303	Travel Time to Work	ACS 2006-2010
B10050	Grandparents Living with Own Grandchildren Under 18 Years by Responsibility for Own Grandchildren by Length of Time Responsible for Population 30 Years and Over	ACS 2006-2010
B13002	Women 15 to 50 Years Who Had a Birth in the Past 12 Months by Marital Status and Age	ACS 2006-2010
B14001	School Enrollment by Level of School for Population 3 Years and Over	ACS 2006-2010
B15002	Sex by Educational Attainment for the Population 25 Years and Over	ACS 2006-2010
B16002	Household Language by Households in Which No One 14 and Over Speaks English Only or Speaks a Language Other Than English at Home and Speaks English “Very Well”	ACS 2006-2010
B17001	Poverty Status in the Past 12 Months by Sex and Age	ACS 2006-2010
B19001	Household Income in the Past 12 Months	ACS 2006-2010
B19013	Median Household Income in the Past 12 Months	ACS 2006-2010

Table #	Title/Subject	Census/ACS Years
B19052	Wage or Salary Income in the Past 12 Months for Households	ACS 2006-2010
B19057	Public Assistance Income in the Past 12 Months for Households	ACS 2006-2010
B21001	Sex by Age by Veteran Status for the Civilian Population 18 Years and Over	ACS 2006-2010
B22001	Receipt of Food Stamps/SNAP in the Past 12 Months by Presence of People 60 Years and Over for Households	ACS 2006-2010
B25008	Total Population in Occupied Housing Units by Tenure	ACS 2006-2010
DP-1	Profile of General Population and Housing Characteristics: 2010	2010 Census
DP03	Selected Economic Characteristics	ACS 2006-2010
PCT1	Population by Census Tract, King County, Filipino alone or combined	2010 Census
S0201	Selected Population Profile in the United States	ACS 2011-2013

APPENDIX B MAPS

The following maps show Seattle and King County by census tract. We have filled in the number of Filipino residents per census tract recorded in the 2010 Census. However, the Census does not provide census tract data for tracts where with fewer than 100 residents of the type searched for. Thus the total Filipino population shown is 49,920 out of the total 60,148 Filipinos recorded in the 2010 Census.

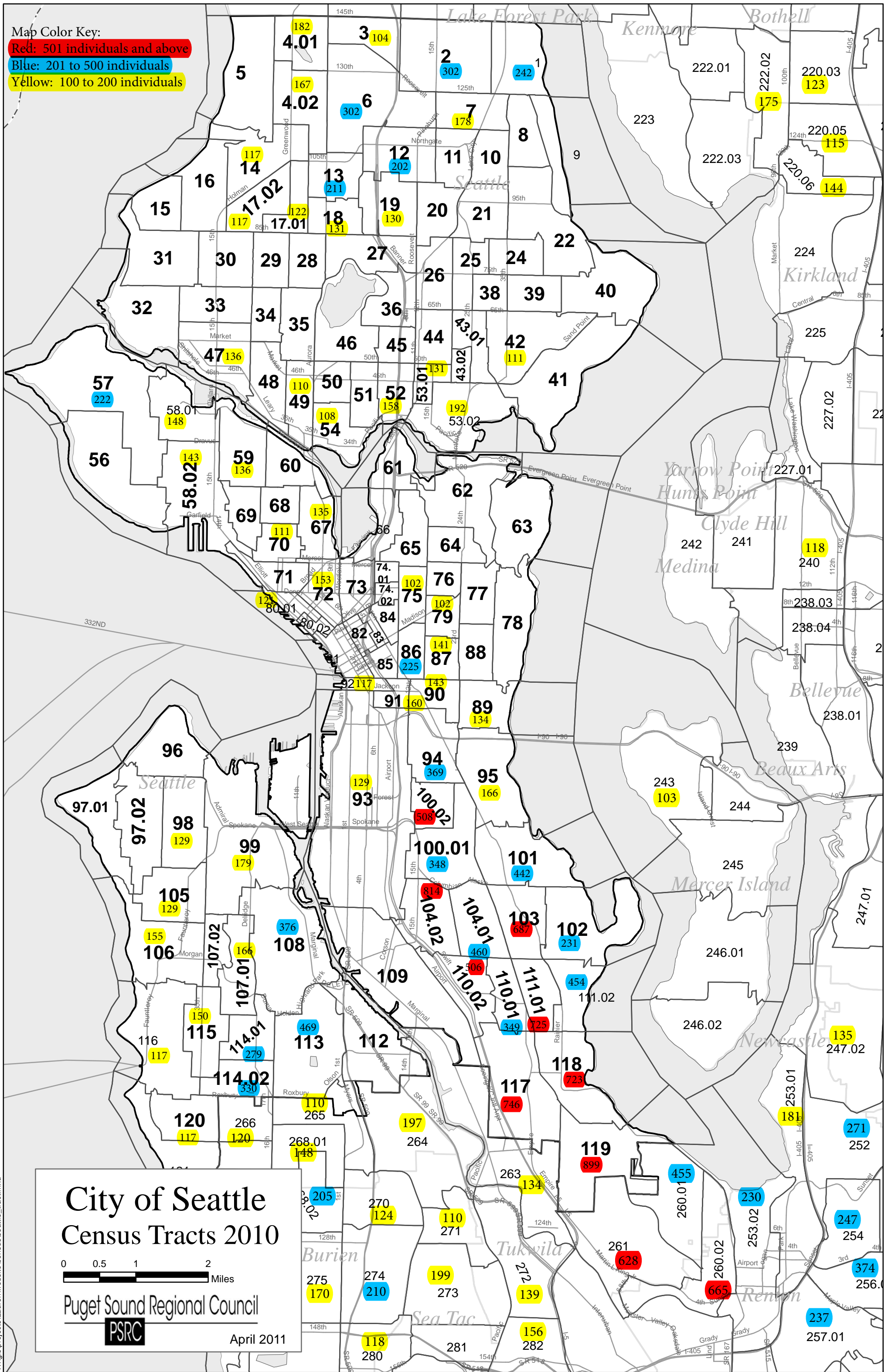
The maps are color coded in three groups, as follows:

Red: 501 individuals and above

Blue: 201 – 500 individuals

Yellow: 100 – 200 individuals

Map Color Key:
 Red: 501 individuals and above
 Blue: 201 to 500 individuals
 Yellow: 100 to 200 individuals



City of Seattle Census Tracts 2010

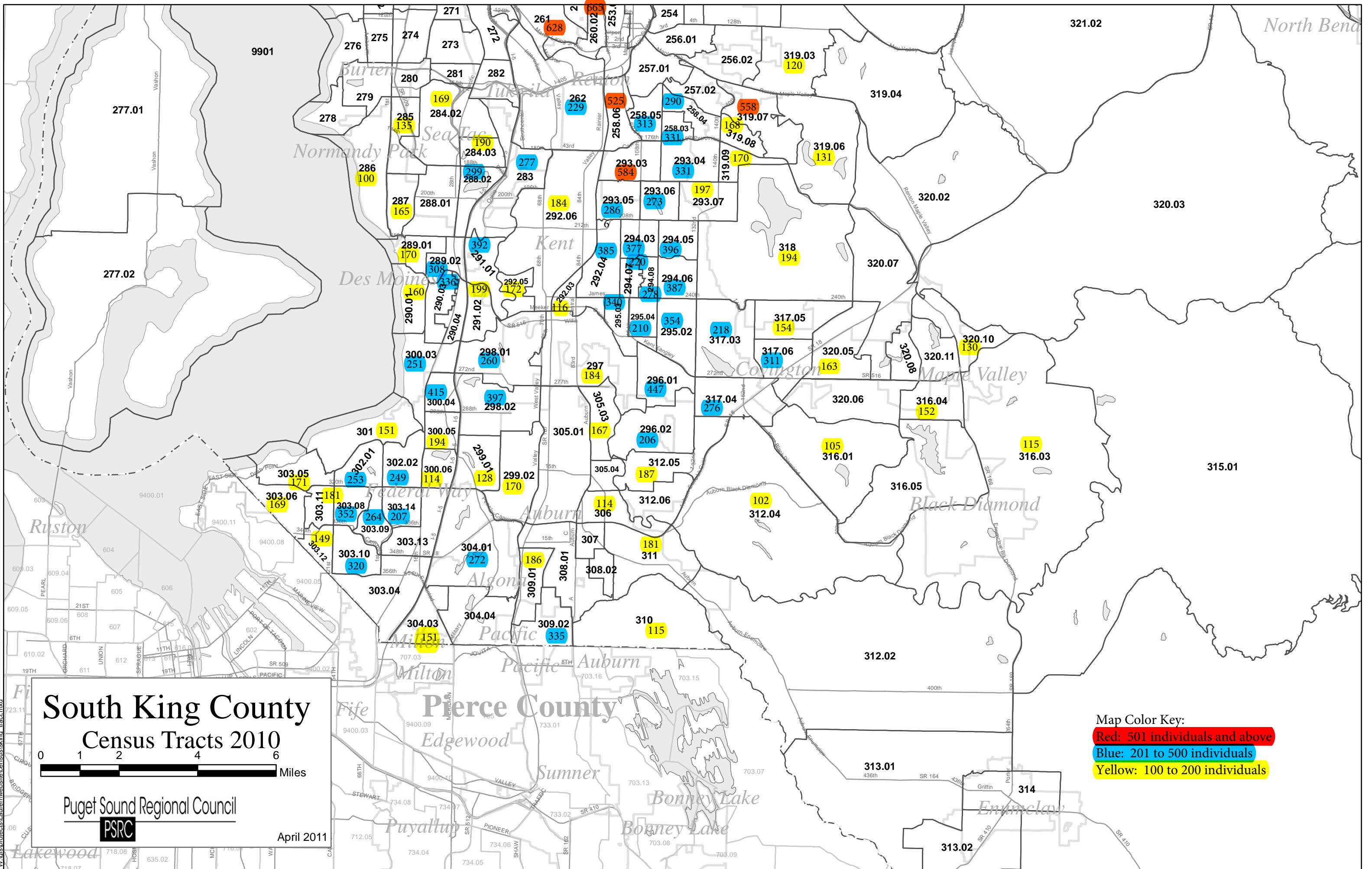


Puget Sound Regional Council



April 2011

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South King County Census Tracts 2010



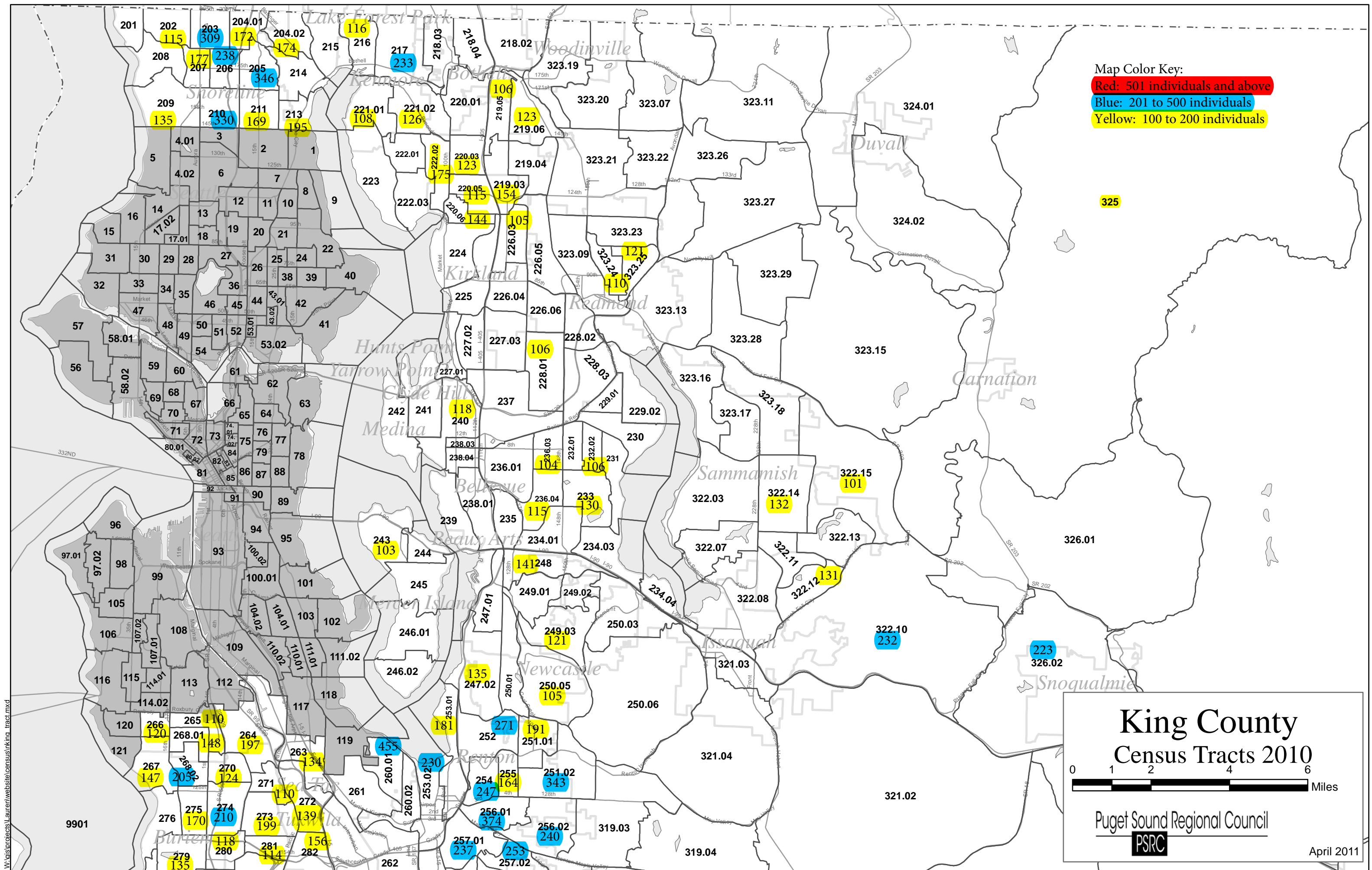
Puget Sound Regional Council



April 2011

Map Color Key:
 Red: 501 individuals and above
 Blue: 201 to 500 individuals
 Yellow: 100 to 200 individuals

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Map Color Key:
 Red: 501 individuals and above
 Blue: 201 to 500 individuals
 Yellow: 100 to 200 individuals

King County
Census Tracts 2010

0 1 2 4 6 Miles

Puget Sound Regional Council
PSRC

April 2011

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APPENDIX C PSRC FORECASTS

The Puget Sound Regional Council provides economic and population data and forecasts for the Central Puget Sound region. The following are from the PSRC's *2013 Land Use Baseline* report.

SOUTH BEACON HILL / COLUMBIA Filipino Population per 2010 Census: 4,226

	Estimates		Forecasts			Change 2010 to 2040
	2000	2010	2020	2030	2040	
FAZ 5916 (Census tracts 102, 103, 104, 110, 111: from Othello to Genesee and Lake Washington to I-5)						
TOTAL POPULATION	35,592	37,738	38,046	38,312	39,179	1,441 (3.8%)
Group Quarters Population	677	663	717	808	909	
Ave HH Size	2.99	2.86	2.60	2.54	2.43	
TOTAL HOUSEHOLDS	11,687	12,957	14,357	14,794	15,768	2,811 (21.7%)
Single-Family Households	9,272	9,830	10,181	10,151	10,157	
Multi-Family Households	2,415	3,127	4,176	4,643	5,611	
HH income: below \$30,000	3,245	4,314	3,737	3,673	3,745	
HH Income: \$30,000-\$60,000	3,472	3,234	3,772	3,860	4,121	
HH Income: \$60,000-\$90,000	2,485	2,464	2,963	3,030	3,269	
HH Income: Over \$90,000	2,485	2,945	3,885	4,231	4,633	
<i>Income in constant 2006 dollars</i>						
TOTAL EMPLOYMENT	5,513	6,505	8,397	8,523	9,613	3,108 (47.8%)
Manufacturing / WTU	918	601	926	954	1,136	
Retail / Food Services	410	926	933	951	1,109	
FIRE / Services	2,788	3,507	4,719	4,734	5,265	
Government / Higher Ed	450	500	589	598	622	
K-12 Education	727	634	858	910	990	
Construction / Resource	220	337	372	376	491	

RAINIER BEACH

Filipino Population per 2010 Census: 2,368

	Estimates		Forecasts			Change 2010 to 2040
	2000	2010	2020	2030	2040	
FAZ 5915 (Census tracts 117, 118, 119: from the south Seattle city line to Othello and from Lake Washington to I-5)						
TOTAL POPULATION	19,943	20,230	20,954	21,477	21,405	1,175 (5.8%)
Household Population	19,719	20,023	20,731	21,223	21,122	
Group Quarters Population	224	207	223	254	283	
Ave HH Size	2.92	2.95	2.62	2.59	2.49	
TOTAL HOUSEHOLDS	6,754	6,793	7,921	8,202	8,485	1,692 (24.9%)
Single-Family Households	5,596	5,532	6,239	6,397	6,361	
Multi-Family Households	1,158	1,261	1,682	1,805	2,124	
HH income: below \$30,000	1,665	2,187	1,845	1,808	1,846	
HH Income: \$30,000-\$60,000	2,190	2,105	2,113	2,109	2,155	
HH Income: \$60,000-\$90,000	1,450	1,352	1,686	1,743	1,756	
HH Income: Over \$90,000	1,449	1,149	2,277	2,542	2,728	
<i>Income in constant 2006 dollars</i>						
TOTAL EMPLOYMENT	4,922	3,315	5,361	5,810	6,606	3,291 (99.3%)
Manufacturing / WTU	2,342	996	2,643	2,935	3,190	
Retail / Food Services	323	490	659	662	693	
FIRE / Services	1,275	1,029	1,186	1,301	1,658	
Government / Higher Ed	233	110	156	161	169	
K-12 Education	392	454	391	427	451	
Construction / Resource	357	236	326	324	445	

SEATAC

Filipino Population per 2010 Census: 975

	Estimates		Forecasts			Change 2010 to 2040
	2000	2010	2020	2030	2040	
FAZ 3705 (Census tracts 273, 280, 281, 284.01, 284.02, 284.03, 288.01, 288.02: from about S. 216 th to Hwy 518 and I-5 to Hwy 509)						
TOTAL POPULATION	30,239	31,370	32,891	34,386	38,374	7,004 (22.3%)
Household Population	29,210	30,099	31,519	32,835	36,626	
Group Quarters Population	1,029	1,271	1,372	1,551	1,748	
Ave HH Size	2.49	2.70	2.42	2.40	2.30	
TOTAL HOUSEHOLDS	11,746	11,158	13,029	13,657	15,918	4,760 (42.7%)
Single-Family Households	6,180	5,680	6,117	6,357	6,324	
Multi-Family Households	5,566	5,478	6,912	7,300	9,594	
HH income: below \$30,000	3,498	4,457	3,664	3,718	4,161	
HH Income: \$30,000-\$60,000	4,319	4,033	4,308	4,356	5,070	
HH Income: \$60,000-\$90,000	2,236	1,586	2,408	2,548	3,032	
HH Income: Over \$90,000	1,693	1,082	2,649	3,035	3,655	
<i>Income in constant 2006 dollars</i>						
TOTAL EMPLOYMENT	34,954	26,863	35,570	39,293	46,385	19,522 (72.7%)
Manufacturing / WTU	19,153	12,834	14,749	15,458	16,705	
Retail / Food Services	1,256	3,602	4,635	5,202	6,132	
FIRE / Services	10,786	7,529	11,702	14,101	18,353	
Government / Higher Ed	2,251	1,551	2,519	2,543	2,625	
K-12 Education	945	945	1,061	1,135	1,198	
Construction / Resource	563	402	904	854	1,372	

FOR COMPARISON

	Estimates		Forecasts			Change 2010 to 2040
	2000	2010	2020	2030	2040	
King County Total						
TOTAL POPULATION	1,737,823	1,931,249	2,169,381	2,341,540	2,527,556	596,307 (30.9%)
Avg HH size	2.39	2.4	2.37	2.38	2.31	
TOTAL HOUSEHOLDS	711,166	789,232	897,549	965,039	1,071,237	282,005 (35.7%)
HH income: below \$30,000	148,438	185,615	193,499	198,285	213,392	
HH Income: \$30,000-\$60,000	193,374	203,668	236,482	247,397	273,675	
HH Income: \$60,000-\$90,000	156,264	154,395	181,893	195,369	216,591	
HH Income: Over \$90,000	213,090	245,554	285,675	323,988	367,579	
<i>Income in constant 2006 dollars</i>						
TOTAL EMPLOYMENT	1,260,432	1,181,537	1,467,620	1,627,059	1,897,261	715,72 (60.6%)
Seattle Total						
TOTAL POPULATION	563,554	608,863	677,728	706,894	735,782	126,919 (20.8%)
Ave HH Size	2.08	2.06	2.06	2.06	2.01	
TOTAL HOUSEHOLDS	258,589	283,575	315,462	328,631	348,313	64,738 (22.8%)
HH income: below \$30,000	69,143	80,560	83,361	82,869	84,040	
HH Income: \$30,000-\$60,000	73,922	74,817	89,308	91,891	97,455	
HH Income: \$60,000-\$90,000	50,194	50,816	57,933	61,208	65,912	
HH Income: Over \$90,000	65,330	77,382	84,860	92,663	100,906	
<i>Income in constant 2006 dollars</i>						
TOTAL EMPLOYMENT	543,395	491,335	607,669	666,831	738,687	247,352 (50.3%)

APPENDIX D SURVEY AND RESULTS

Survey Form



FILIPINO BUSINESS PLAZA SURVEY

The Filipino Chamber of Commerce of the Pacific Northwest (FCCPNW) would like your opinion about creating a **Filipino Business Plaza** in the Seattle area. We have received a grant from the City of Seattle Department of Neighborhoods to find out how interested Filipino community members are in such a plaza and what the community might like to see there.

Please help us by responding to the following questions. Return this survey to FCCPNW, c/o Cedar River Group, 93 Pike St., Ste 315, Seattle, WA 98101, or scan and email it to rhonda@cedarrivergroup.com, **no later than November 30, 2014**. Thank you!

1. How often do you currently frequent Filipino businesses?

	0-4 times/year	5-12 times/year	13-24 times/year	25-52 times/year	53+ times/year
Grocery store, including Seafood City					
Filipino restaurant					
Balikbayan delivery service					
Remittance services					
Auto / home insurance					
Medical / dental clinic					
Legal services					
Travel services					
Beauty / nails / hair salon / spa					
Auto repair					
Other (please specify):					

2. What types of businesses and features would you like to see in a Filipino Business Plaza?

(Check up to six)

<input type="checkbox"/>	Filipino grocery
<input type="checkbox"/>	Filipino restaurant
<input type="checkbox"/>	Balikbayan delivery service
<input type="checkbox"/>	Remittance services / Western Union

<input type="checkbox"/>	Dry cleaner / laundromat
<input type="checkbox"/>	Real estate office
<input type="checkbox"/>	Social-human services / senior services
<input type="checkbox"/>	Housing

<input type="checkbox"/>	Banking / financial services
<input type="checkbox"/>	Auto / home insurance
<input type="checkbox"/>	Medical / dental clinic
<input type="checkbox"/>	Legal services
<input type="checkbox"/>	Travel services
<input type="checkbox"/>	Beauty / nails / hair salon / spa
<input type="checkbox"/>	Auto repair

<input type="checkbox"/>	Shopping cart spaces for start-ups
<input type="checkbox"/>	Entertainment / place to socialize
<input type="checkbox"/>	Executive suite for one- to two-person businesses
<input type="checkbox"/>	Small reception / party room for rental
<input type="checkbox"/>	Filipino art / culture / history elements
<input type="checkbox"/>	Other (please specify):

3. What location(s) would you come to for a Filipino Business Plaza? (Check your top three)

<input type="checkbox"/>	Near the Filipino Community of Seattle (on MLK Way)
<input type="checkbox"/>	Southeast Seattle / Rainier Valley
<input type="checkbox"/>	Beacon Hill
<input type="checkbox"/>	North Seattle
<input type="checkbox"/>	Other, including surrounding cities (please specify):

4. What combination of businesses/services would most attract you to patronize or support a Filipino Business Plaza? (Check only one)

<input type="checkbox"/>	Retail and professional services
<input type="checkbox"/>	Retail and housing
<input type="checkbox"/>	Retail, professional services, medical clinic, social services, government agencies

5. What percentage of the businesses/services in the Filipino Business Plaza should be Filipino-customer oriented?

<input type="checkbox"/>	100%
<input type="checkbox"/>	75%
<input type="checkbox"/>	50%
<input type="checkbox"/>	25%
<input type="checkbox"/>	It doesn't matter

6. What is your ZIP code? Home: _____ Business: _____

7. Please indicate your affiliation(s):

<input type="checkbox"/>	Business owner or manager
<input type="checkbox"/>	Professional services provider
<input type="checkbox"/>	Community member

8. If you own a business, would you be interested in locating in the Filipino Business Plaza?

Yes / No If yes, what type of business do you have? _____

If you would like to receive information on the project, please provide your contact information:

Name _____

Business Name (if applicable) _____

Email _____

Street address _____

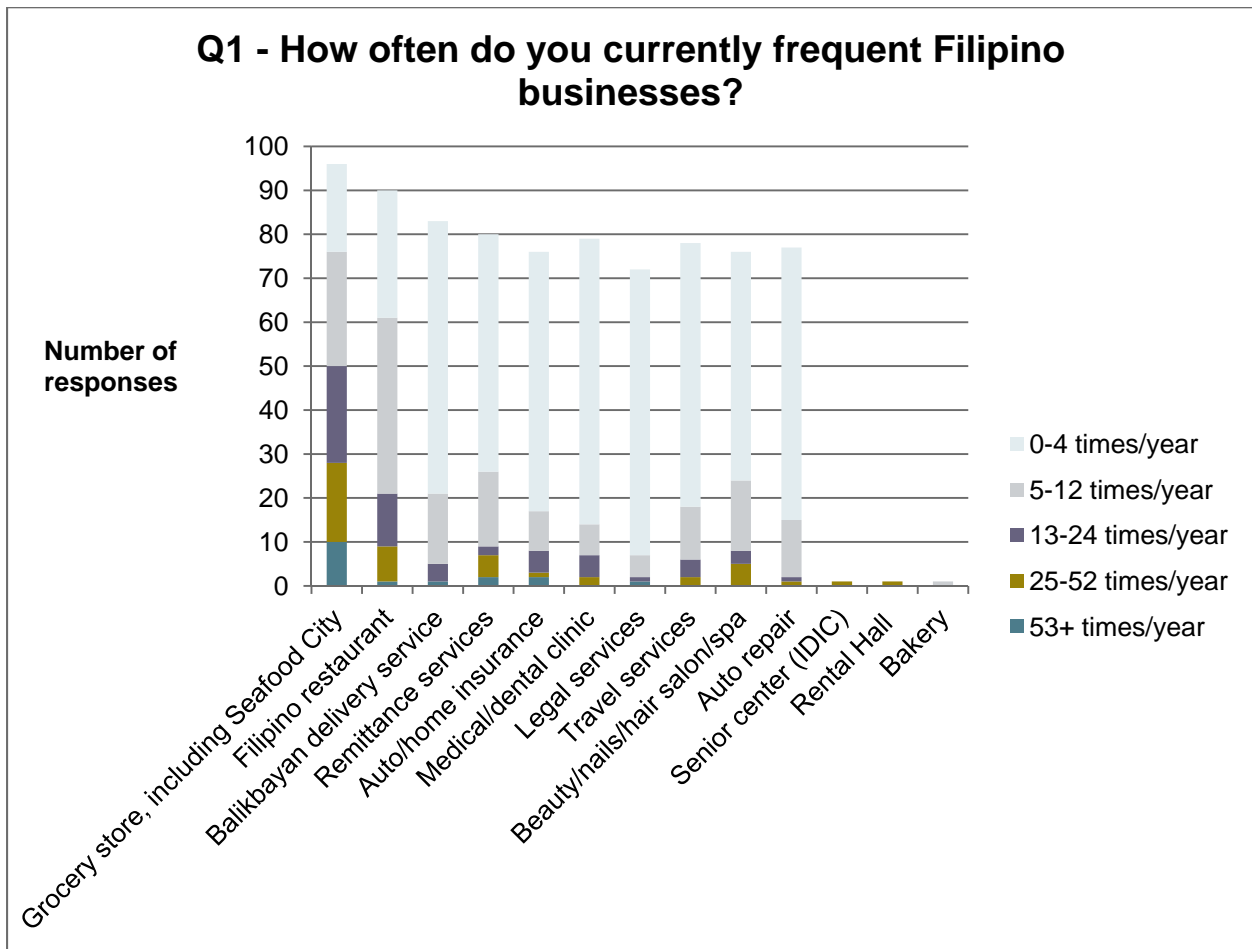
City, State, ZIP code _____

Thank you for participating in this survey!

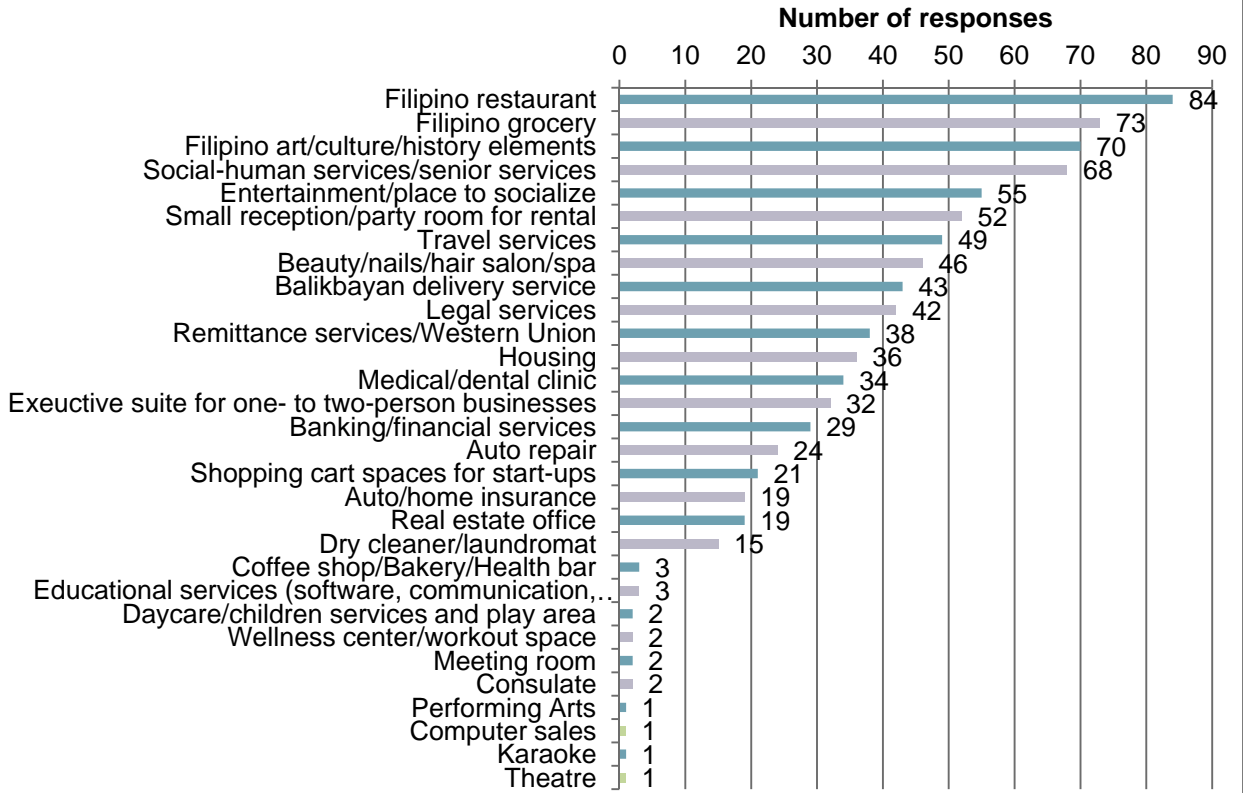
Please mail to FCCPNW, c/o Cedar River Group, 93 Pike St., Ste 315, Seattle, WA 98101; or scan and email to rhonda@cedarrivergroup.com. Please return this survey **no later than November 30, 2014**.

Results

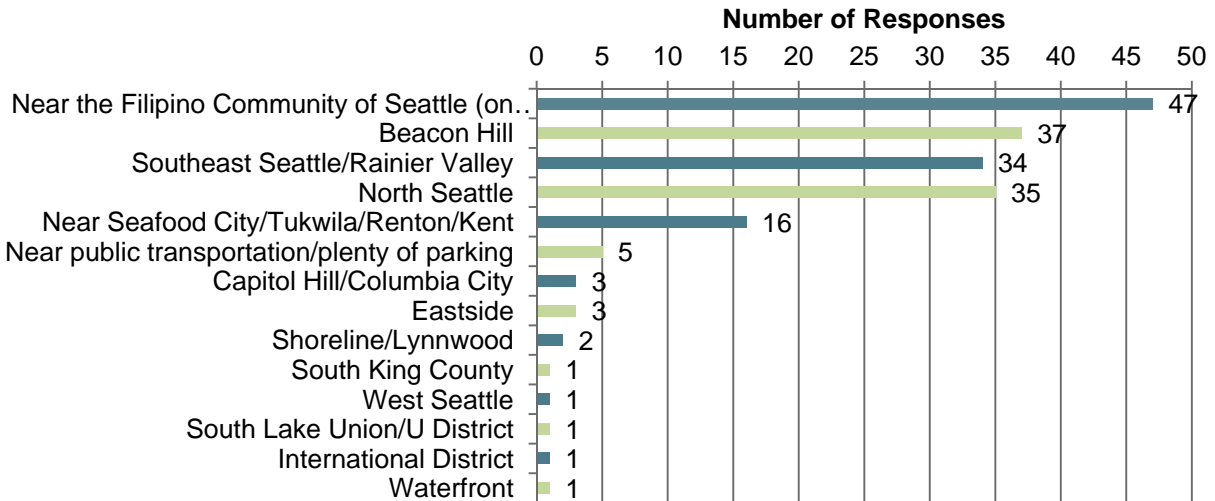
Total responses: 100. The survey was conducted online and on paper from 11/3/14 to 12/4/14.



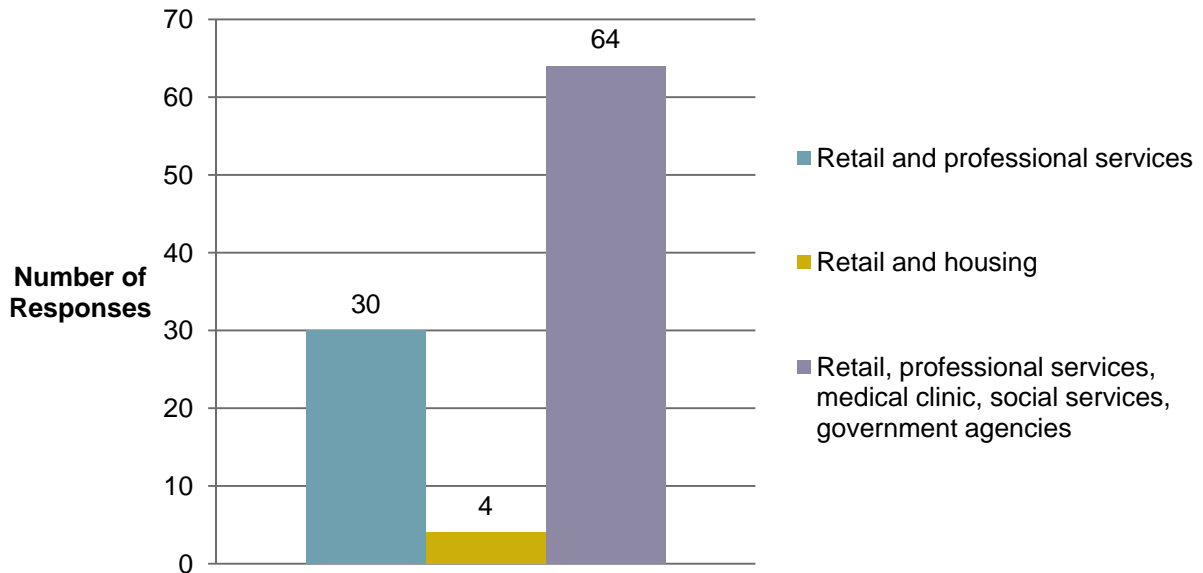
Q2 - What type of businesses and features would you like to see in a Filipino Business Plaza?

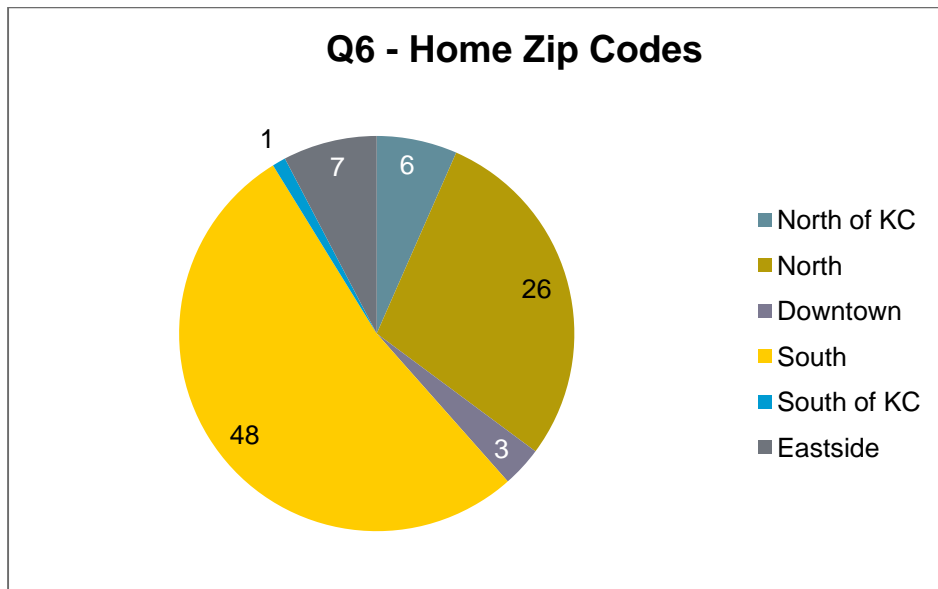
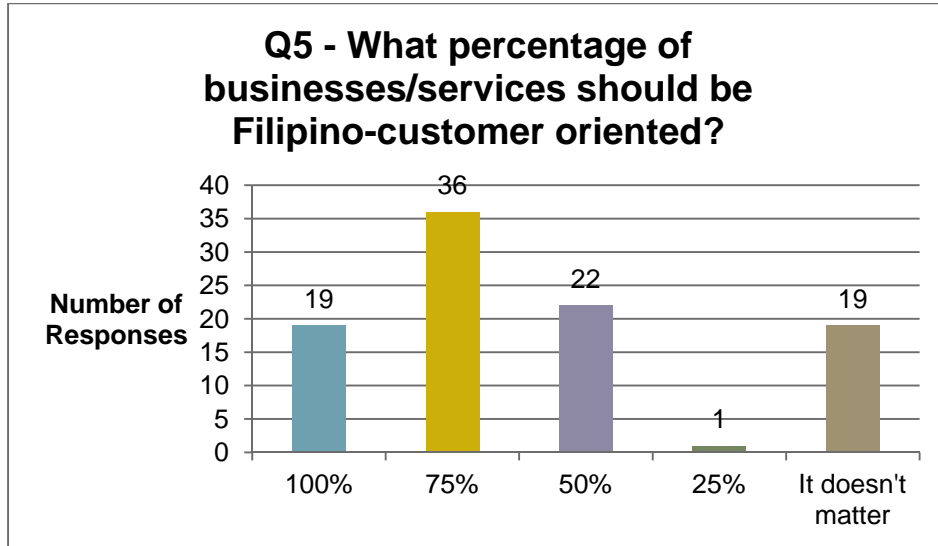


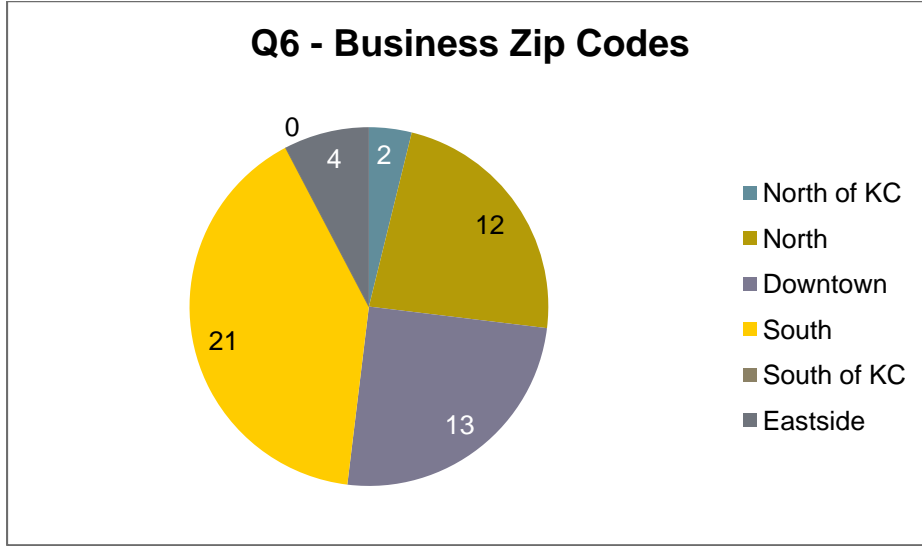
Q3 - What location(s) would you come to for a Filipino Business Plaza?



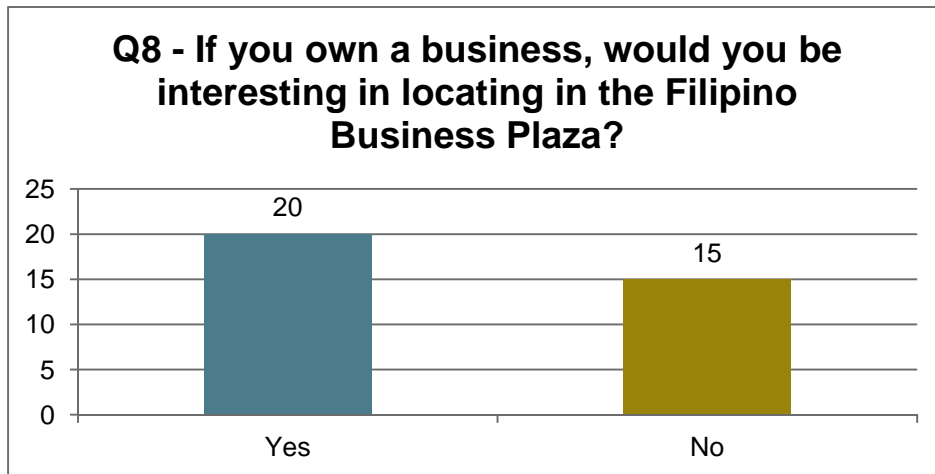
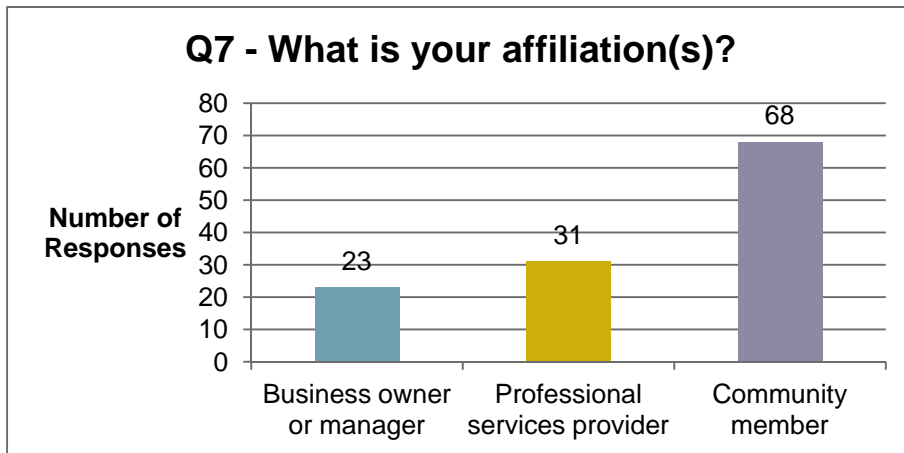
Q4 - What combination of businesses/services would most attract you to patronize/support a Filipino Business Plaza?







Note: To keep the survey short, we did not ask for other demographic data.



APPENDIX E KEY-PERSON INTERVIEWS

Interview Questions

Introduction: As you may know, the Filipino Chamber of Commerce of the Pacific Northwest is exploring the possibility of creating a Filipino Business Plaza somewhere in the Seattle area. The idea is to have a site where members of the Filipino community can do business with Filipino-owned and operated enterprises. In addition to businesses, the Plaza might also include such features as a reception room, a space to socialize, social/human services, and/or housing. The Chamber has been conducting a survey of community members, and would also like your views as a community leader.

Location

1. What location(s) for a business plaza do you believe would create the greatest potential for attracting members of the Filipino community as regular customers (even if not close to their home)?
2. If you were going to locate the Plaza near any single location that is *currently* a draw for members of the Filipino community, where would that be?
3. Two locations we have heard about that attract members of the community are the Filipino Community Center on MLK Way and Seafood City at Southcenter in Tukwila. What would you think about locating a Filipino Business Plaza near one of these sites?
4. Given the socioeconomics of Filipinos in Southeast Seattle vis a vis Filipinos in other parts of the City, do you think a South Seattle location for the Filipino Business Plaza would turn off Filipinos who don't live in that area? Why or why not?
5. Do you think a shopping venue located in *North* Seattle would have difficulty drawing a sufficient number of Filipinos?

Businesses and Amenities at Plaza

6. What sort of businesses and/or services would you suggest putting in a Filipino Business Plaza so as to create the highest volume of business?
7. Are there examples of successful ethnic business plazas or shopping centers that you think would be good models?
8. If a Filipino Business Plaza included event space to rent out for meetings, parties, receptions, etc., do you think that would increase the Plaza's use by the community? Why or why not?
9. Do you know of businesses or investors who might be interested in considering opportunities at a Filipino Business Plaza?

Shoppers

10. Would a Filipino Business Plaza be attractive to people of all ages? What would make it attractive to the widest age range?
11. People often base purchase decisions on price, quality, service and/or convenience. Do you believe members of the Filipino community would be drawn to shop or do business at a Filipino Business

Plaza irrespective of price, quality, service and convenience? If the Filipino Plaza emphasized just *one* of these elements in the businesses located there, which should it be?

Interview Notes

Interviewee #1 (12/3/14)

Location:

- 1st choice: North, such as Lynwood
 - Interviewee thinks people would be as willing to drive north as south.
 - North would attract Filipinos from Vancouver, B.C., who now go to Seafood City.
- 2nd choice: Around Filipino Community Center or that area
 - The FCC owns land adjacent or nearby. At one point there was an idea for a Filipino Village around the Community Center.
 - If at/near the FCC, there should be a collaborative approach with cross referrals. Site social services at FCC, for example, and business services and entertainment at the Plaza. Example: People with questions about food stamps would be referred to FCC, those wanting to get a home loan would be referred to the Plaza.
- 3rd: Less attractive idea to be around Seafood City: how would the Plaza differentiate itself to compete? Seafood City already has Balikbayan and other services, as well as food. And Southcenter Mall offers all other kinds of shopping and entertainment for the whole family.

What to include:

- Must have an anchor tenant.
- Make it strongly Filipino in terms of the business owners and what is offered there.
- Suggests restaurants, a loan company, a travel company.
- Needs to make people feel “at home.”
- Feature well known brands and items from the Philippines, along with needed services, and/or other specialties by cottage industry.
- Social services and housing should *not* be at a business plaza.
- Likes the idea of an activity center. Would be good to have a theater venue for Filipino performers, music, films, cultural events.
- A business plaza interviewee worked with in the Philippines had a central garden area with special events related to the surrounding businesses. Interviewee booked in fashion shows, cooking demonstrations, raffle, bingo. People could access the garden for free; businesses offered coupons. That model might work.
- Safety and comfort are important.
- Make sure there’s sufficient parking and easy access.
- Could be a single level or three stories with stores at street level, an activity center on the middle floor, and offices such as a mortgage co., on the top floor.

Advice:

- **Purpose** is most important to establish first – Why have a Filipino Business Plaza?
 - Chamber needs to decide the purpose and make sure all businesses involved agree. Importance of unity. What holds the Plaza businesses together?
 - Suggested purpose: To share Filipino culture, resources, our gifts; focus on community heart
- Interviewee has some ideas for investors, anchor tenants, etc.

Interviewee #2 (12/4/14, phone)

Location:

- 1st choice: Downtown Seattle (including International District) because:
 - It's accessible
 - Largest Filipino American population lives nearby
 - Good visibility in a place where there's lots of activity.
- 2nd choice: near Seafood City because:
 - It's like going to the Philippines, lots of Filipino spirit
 - It has a lot of space
 - People are used to going there
 - Whole families go there.
- 3rd choice: Shoreline because:
 - There's a large Filipino American population in the area
 - Still central and easy to access
 - Close to Snohomish County, which has 1 2,000 Filipino American population; now second only to King County in size (used to be Pierce County was 2nd)
 - Filipino Consulate is talking about placing an office in Snohomish County.
- Not a good idea to put it on MLK Way (Filipino Community Center) because:
 - Not as accessible
 - Parking is a problem
 - Not visible.

What to include:

- Food!! Grocery, restaurants
- Retail stores
- Services: travel; real estate
- State Dept. of Licensing office
- Social space – rental, cultural events, etc.
- Lots of parking!

Advice:

- Needs to be family oriented – both to take elders on an outing and for young people.
- Emphasize affordability, but in the middle range, not too high or too low.
- Office of Minority and Women's Enterprise would be interested in the idea.

- Interviewee could help with federal contacts for grants, if needed.
- Interviewee knows of possible investors.
- “It has to happen. It’s long overdue!”

Interview #3 (12/4/14)

Location:

- Does not recommend a south end location. The south is the starting point; once people become more established and are getting successful, they move north. The south is traditionalists; the north is more progressive.
- The Filipino Community Center would be a good location because there is not enough parking there; it’s not so easy to access from I-5; the Link light rail stops are a mile south and north.
- Seafood City area is too congested.
- Best potential for business is north. Higher income people who might be customers at the Plaza are more likely to be in the north.
- North locations that might be good: Lake City Way, Aurora Ave., U. District, Northgate, Shoreline.
- Distance is not a problem since everyone drives. But choose a location with good access to I-5 and also public transportation.
- The physical location is not the big challenge—the reason for being is more important.
- Keep the focus on business. Needs to have “a soul and spirit that’s business.”

What to include:

- A child care run by Filipinos and employing Filipinos would give a good option for families.
- Fine dining restaurant with good Filipino cuisine.
- Real estate, insurance, travel – all are good, but alone they won’t sustain the Plaza.
- ATM; notary public.
- Art gallery, studio, radio station.
- Executive suite for small business – access to fax, copier.
- Office for consular services to renew passport.
- Close to post office.
- Make sure there is lots of parking, then guide foot traffic to the building. Needs to feel comfortable.
- Would like to see the Plaza cater to a need in the wider community to show what Filipinos can do – identify a need, an industry. Suggests going to Boeing and finding out what they need to have produced locally; be entrepreneurial.
- Meeting space/conference room would be fine, but don’t do event/reception space. Keep the focus business-oriented.

Advice:

- Purpose is key – consider what is most needed? Example: child care.
- Business Plaza is an opportunity to show what Filipinos can do.

- Filipinos are invisible because we are immediately employable, speak English, well educated, friendly and outgoing, know what it takes to get things done.
- Interviewee would like to be part of the team that shapes the idea for the Plaza. Suggested holding a meeting of the people we're interviewing with a facilitator to talk about ideas, priorities, what the needs and capabilities are; jumpstart the idea. Then gather the kind of data investors want to support the idea. Need to provide evidence that the Plaza can be successful.
- Interviewee knows of potential investors in Manila that would be interested in a Seattle location; suggests the Chamber look for investors in the Philippines.

Interviewee #4 (12/19/14, phone)

Location:

- The area where Filipinos live in the highest concentration is south Seattle and Renton. So that might be a good area.
- Near the Filipino Community Center might be a good location, but it depends on whether there is property available there.
- Near Seafood City is possible but not necessarily the best.
- More important than the location is what the Plaza offers – there needs to be good food there! If the Plaza offers things people in the community want, maybe something unique, they will come no matter where they live.

What to include:

- Filipino grocery, one or more high-quality Filipino restaurants.
- Financial and remittance services.
- Travel services might be good.
- Adequate parking is a must!
- A social hall for 300 to 500 people for organizational events, dances, etc., might be good. Right now the Filipino Community Center offers this, but parking is a problem.
- To appeal to a wide range of ages, the most important features would be good food and good service.

Advice:

- An example of an ethnic business area is the Korean community businesses concentrated north of Seattle. It's not a single location, though; it stretches for a mile or so. There is also a Korean business area on Pacific Highway South near Federal Way.
- To be successful in business, you have to address all the elements people look for—price, quality, service, convenience. Don't try to focus on just one.
- Keep in touch with the community leaders as you're doing.

Interviewee #5 (12/30/14, phone)

Location:

- Someplace south would be the best, either Tukwila near Seafood City or MLK Way near the Filipino Community Center. The Filipino community lacks a central, identified location like the

Chinese and Vietnamese have. So locating the Filipino Business Plaza near one of these existing locations where Filipinos go now would help.

- Avoid a location near other established Asian areas since that would reduce the Filipino identity of the Plaza. There are Vietnamese and Chinese businesses on MLK Way south of the Filipino Community Center. The Filipino Business Plaza could be an extension of the Asian community there, but it would be important that the Filipino identity be strong at the Plaza to stand out and not be “generic Asian.”
- Would not recommend a location to the north, such as Northgate or Lynwood, since it would contribute to the feeling that the Filipino community is dispersed.
- The socioeconomics of Southeast Seattle might not be attractive to some in the community, but if there are long-term plans to improve or develop the area, it could be of interest to them.

What to include:

- Core things that Filipinos “flock to”: Balibayan, remittance services and restaurants.
- Bakery. A friend’s father hangs out at the Starbucks at Seafood City—a place such as that to spend time with friends would probably be attractive.
- Legal services.
- Event space might be a good idea as long as it doesn’t conflict/compete with what the Filipino Community Center offers. It would be attractive to host events for Filipino holidays, for example. “We love gathering!”

Advice:

- Ethnic plazas that are successful models are the Viet Wall Market Plaza on MLK Way and the Great Wall Shopping Mall in Renton.
- A Filipino Business Plaza would definitely appeal to adults and elders. For younger people, the Filipino identity is not as strong, so the appeal would depend on the businesses located there. At Great Wall, the bubble tea shops appeal to youth and young adults, as do family restaurants.
- On sales approach, price and quality are the most important for the Filipino community. Asian stores and restaurants often are not geared to top quality, so a higher quality restaurant might be especially attractive.
- To attract the widest age range, keep in mind that youth, college age and young adults think of themselves as Filipino *Americans*. It is important to keep an emphasis on both cultures.

Interviewee #6 (1/5/15, phone)

Location:

- The two locations that seem the best are near the Filipino Community of Seattle or near SeaFood City. Both are gathering places for the community.
- North would be OK if there’s an area with a concentration of Filipinos.
- Maybe the best would be between I-5 and MLK Way so that it is easily accessible and central—not too far north or south—to be convenient for everyone. People will drive readily within a 20-mile radius.

- Whatever the location, there needs to be plenty of parking and it needs to have good transit access, perhaps be near a transit center, to be convenient for seniors who don't drive anymore.

What to include:

- Travel agency and Balikbayan are two services that would be used.
- A restaurant might be a good anchor tenant, or a big store, such as Macy's.
- Event space for up to 200 would be good to have as long as there is ample parking.
- To attract youth and families, the Plaza could have electronics, music, and items from the Philippines.

Advice:

- It might be challenging to find investors—Filipinos like to see a track record before committing.
- Suggests emphasizing good prices, since people can price shop easily.

Interviewee #7 (1/5/15, phone)

Location:

- Best location is near the International District so it is readily accessible by car and is visible.
- A location in South Seattle could be good, but the area is not frequented as much as the International District.
- Would *not* put it near the Filipino Community Center, since it's not a business area.
- Southcenter would be a good area because a lot of people go there. Seafood City attracts people from as far away as Canada. It might be hard to compete with them, though.
- A north location could work since a lot of community members go to North Seattle Community College and to Northgate to shop. Putting it near the Northgate Link station would be a good idea and would help to bring in UW students, too.
- A location near a shopping mall would increase the attractiveness for a range of ages.
- Whatever the location, it needs to have ample parking and good transit connections—bus and light rail. These are key amenities.

What to include:

- Places to eat, such as a bakery, restaurant for brunch, family restaurant.
- Barber shop, beauty shop.
- A bank managed by Filipinos.
- An office of the Philippine Consulate.
- Anything that increases Filipino identity.
- To attract youth and families, there could be a karaoke bar, or a game room for Nintendo or Wii.
- Event space is possible but not so important since there are many places available for meetings. Size and rates would be important. Would not recommend it be a major banquet facility, however. On the whole, emphasize services more than event space.

Advice:

- Chinese and Vietnamese shopping plazas usually include a restaurant, such as a place for dim sum.

- Attractiveness to investors would depend on the kind of deal the Chamber could present, such as eligibility for tax credits. The businesses in the Plaza need to be competitive in the market.
- The credibility and transparency of the group organizing the Plaza and the leaders/organizers is very important. It is important for people to know who the leaders are, and what businesses are involved.

Interviewee #8 (1/8/15)

Location:

- Location is a challenge for the Plaza given how spread out Filipino residents are. Beacon Hill or south Seattle, especially the 98118 zip code which is the most diverse, would be good locations because of the large number of Filipinos there.
- Interviewee goes to the International District often and thinks that would be a good location for the Plaza except for the difficulty of finding parking.
- The area around Seafood City is a possibility, but would the Plaza businesses be able to compete?
- Interviewee goes to the Filipino Community Center only to attend events. Doesn't think the area is well-frequented enough to be a good place for the Plaza. However, if the Plaza has a good grocery store, people will go there!
- The University District has many Filipino residents; a location on 15th Ave. NE might be good.
- If the Plaza were further north, interviewee wouldn't go there, but knows there are Filipinos in Edmonds and Lynnwood who would be potential customers.
- Does not think an Eastside location would work.

What to include:

- Food: Good Filipino grocery store, restaurant.
- Services: Beauty salon, travel agency, Balikbayan.
- To attract a wider range of ages, offer family-oriented space and restaurants. Bellevue Square used to have a central play area with a place for parents to sit to watch their children, and family restaurants nearby. To attract youth, there could be a store like Gameworks. However, attracting youth can sometimes mean also attracting gangs.
- Event space might be attractive to have at the Plaza, or a central plaza where entertainment could be scheduled.

Advice:

- An example of a successful ethnic business/shopping plaza is the Chinese-owned plaza south of IKEA next to Highway 167 in Renton. It has a big grocery store; Chinese and Vietnamese restaurants; and Chinese, Vietnamese and Japanese stores selling furniture, clothes and fancy items. There are also two beauty salons, a bakery, a massage spa, and a dentist who may be Filipino. Interviewee couldn't recall the name of the plaza but said it has been there for quite a few years. There has been turnover in the stores over time, especially the ones with trendy items.

- High-quality service is particularly important. A business needs to be friendly and respectful for Filipinos to continue to patronize it. This used to be a problem at Seafood City, but the employees have become friendlier over time. Interviewee wondered if the management made changes after getting complaints.
- Prices need to be reasonable. Quality is also important. Many Filipinos are professionals in education, engineering, nursing, etc., and expect high quality.
- The Plaza will need to be accessible to I-5 and have plenty of parking. It should also have good transit access.
- The biggest challenge may be to convince people that a business plaza is “something we need for the community.”

Interviewee #9 (2/20/15, responded to questions by email)

Location:

- Greatest potential: Seattle or Bellevue.
- Single location with the biggest draw: Near Southcenter Mall.
- Near Filipino Community Center or near Seafood City: “It would be ideal to have the business plaza near one of these locations. Parking and neighborhood crime rate should be top priority.” Southeast Seattle would not be a turn-off as “Filipinos will always tend to go to Filipino events as long as they interest them.”
- North Seattle would work “as long as the products are of good quality and made in the Philippines or by Filipinos.”
- Meeting space would be used because “Filipinos love festivities and always would like to have big gathering even on birthday celebration. Rental should be not too high nor too low. It should be affordable even to middle income class.”

What to include:

- Philippine products of good quality.
- Filipino food, delicacies, etc.
- To attract all ages, include space to socialize, social/human services, and/or housing.

Advice:

- Examples of successful ethnic business plaza/shopping centers: SeaFood City in California, SeaFood City at Tukwila, Goldilock in Vancouver, Canada
- “Try calling Filipino business owners and I believe most of them would be interested in moving their business to this Filipino Business Plaza.”
- “Price will always be a big factor to most Filipinos when buying or procuring ordinary items/things. Price becomes irrelevant when the products are truly good and its need is high.” The most important to emphasize: “Offer products or services that are not common and are of good quality.”

Interviewee #10 (2/17/15, phone)**Location:**

- Seattle.
- Centralized location accessible to everyone.
- Southeast/South Seattle not a problem in terms of the appeal of the area; near Filipino Community Center is OK but wouldn't necessarily be a draw.
- Probably not near Seafood City, since there is no office space there.

What to include:

- Mixed use might be good—office, residential and retail.
- If there's meeting space, it would probably be used.

Advice:

- Expressed caution about the timing right now for a new Filipino venture, given the challenges in the community.

Staff at City of Seattle Office of Economic Development (2/24/15, phone)

We contacted OED, not with our list of interview questions, but to ask for suggestions of people to talk with who have put together an ethnic business plaza. The following ideas were suggested:

- King Plaza is a successful site of immigrant-owned businesses.
Note: Googling King Plaza brings up a King Plaza Pharmacy and a King Plaza Dental at 7101 Martin Luther King Jr. Way S., Seattle, WA 98118 (between Myrtle St. & Willow St. in Beacon Hill).
- Tony To, HomeSight Executive Director, has talked about a plaza for the Vietnamese community. *Note:* The general phone number at HomeSight is (206) 723-4355. They are located at 5117 Rainier Ave. S. Seattle, WA 98118. <http://www.homesightwa.org/>
- Wayne Lau of the Rainier Valley Community Development Fund would be useful to talk with about developing the business model, especially if the Filipino Business Plaza might locate in the Rainier Valley.
Note: Wayne's phone number is 206.722.5280 ext. 100; his email is wlau@rvcdf.org See his bio at <http://rvcdf.org/staff/>
- Mikel Davila, staff member of OED who is Filipino, coordinates the "Only in Seattle" program, which promotes investments in and revitalization of commercial districts. Mikel would have useful insights into how to market and promote the Plaza, and in working with neighborhoods.
Note: Mikel's phone at OED is 206-386-9748; email is mikel.davila@seattle.gov