

Mayor Jenny Durkan speaks during a session on Housing Affordability at the US Conference of Mayors



community in other ways, and I think that most people feel that way. [What we need to do] is take advantage of the fact that we have this great lure for companies and see if we can then use our monies more efficiently and work more with businesses... to try to solve these problems.”

Capital follows talent

As Seattle grapples with the issues that accompany its soaring growth, it will inevitably continue to nurture the talent and opportunities that have consolidated its status as one of the great tech hubs of America. To do so, greater capi-



SEATTLE NOW HAS THE THIRD LARGEST CONCENTRATION OF HOMELESS PEOPLE IN THE US, ONLY FALLING BEHIND THE METROPOLISES OF NEW YORK CITY AND LOS ANGELES COUNTY



tal funding is needed. This is an area in which Seattle is currently trailing behind Silicon Valley and New York.

But in this respect, Seattle is on the cusp of change. Leading the charge is Gottesman's company, Pioneer Square Labs, which runs an \$80m venture fund to invest in new companies in the area and a studio that creates tech start-ups. “You're starting to see more capital come to Seattle... Because at the end of the day, capital follows talent,” Gottesman said. His old firm, Madrona Venture Group, is one of the largest funds in the area. “But we also need new funds and that's another area where I think you'll see growth, as in more capital, coming to the city – a spur on more of these start-ups and more of this growth.”

As more capital flows into Seattle, its prospects become all the more exciting, especially in terms of the actual technology being developed in the area. According to Gottesman: “Even though the last 20 years have been great, I think the next 20 years are looking even [brighter] for Seattle because the kinds of technologies that Seattle is best at are the technologies that... [will be] the most exciting over the next 20 years.” Gottesman refers to machine learning and artificial intelligence, fields in which Seattle is a hotbed for talent, thanks in part to it being the home of the Allen Institute for Artificial Intelligence, one of the top research institutes of its kind.

Seattle is also a centre point for cloud computing, with Amazon's subsidiary Amazon Web Services leading in the field, followed by Microsoft. As cloud computing continues to transform the global technological landscape, Seattle is set to further consolidate its position as the home of the technology.

Essentially, Seattle has become the focal point of the most exciting tech in the coming years. As such, the future looks incredibly bright for this unique space: as long as the city can tackle the challenges it faces, it could well become a tech hub for the whole world. **BD**

WHERE TO MEET:



World Trade Centre Seattle

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The World Trade Centre was founded in 1998, and is designed to promote economic growth and improve the quality of life in the Pacific Northwest. It's a member of the World Trade Centres Association, which is the biggest international business services network globally; there are currently more than 300 World Trade Centres in over 80 countries. The building is situated on Seattle's waterfront, making it a tranquil location in which to conduct meetings and network with peers. The venue also has a daily lunch service in the Holland America Line Room.



Fairmont Olympic Hotel

411 University Street
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www.fairmont.com/seattle

Built in 1924 and renovated in 2005, the Fairmont Olympic Hotel has nearly a century of experience providing exemplary service to its guests. However, the hotel offers more than just a luxurious place to lay your head – it's also an excellent meeting destination. Able to accommodate 750 guests, the hotel's 28,000sq ft of function space is the perfect setting for small meetings and huge receptions. The onsite UPS shop and 24-hour concierge are on hand to help with any business needs, while the audiovisual team will set up any technology requirements event organisers might need.