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BUSINESS RECRUITMENT AND EXPANSION





# About EASC

## Opportunity Lives Here!

Economic Alliance Snohomish County creates economic growth and opportunities through leadership, collaboration, advocacy and support. As a countywide chamber and economic development organization, we encourage business, partnerships, jobs and growth by collaborating with stakeholders throughout the County.

17

Team Members

28

Ambassadors

348

Investors



17 cities  
2 towns

A unified vision for Snohomish County's future.

**Snohomish  
STEM**



Bridging business and education for innovative opportunities to engage future workforce.



# Vision & Mission

## History

In 2011, the Economic Development Council of Snohomish County, the Everett Chamber of Commerce, and the South Snohomish County Chamber of Commerce merged to create Economic Alliance Snohomish County. These three organizations knew their combined efforts would be strengthened to further drive Snohomish County's economic vitality.

## Vision

Snohomish County is globally connected, uniquely local and recognized as the place to be.

## Mission

Economic Alliance Snohomish County is a catalyst for economic vitality, resulting in stronger communities.



# Business Recruitment and Expansion

## Economic Development

Economic development is the deliberate effort to enhance the economic well-being and quality of life within a region by fostering business growth, job creation, infrastructure improvements, and community prosperity.

## Driving Growth and Prosperity

It encompasses a range of strategies, from attracting new businesses and investments to nurturing existing industries and promoting workforce development.



**BUSINESS RECRUITMENT AND EXPANSION**



Champion business interests to advocate for policies that support competition, economic growth and contribute to thriving communities.

Assist business in finding suitable locations within the community, ensuring a smooth transition and integration into the local economy



Offer expert guidance and support, equipping business with the tools and knowledge necessary to navigate challenges and maximize their potential.



technical assistance



site selection



Foster valuable connections and collaborations with industry leaders to facilitate business recruitment and expansion opportunities.



networking



Attract new business through targeted campaigns and strategic promotions to drive economic growth and prosperity



marketing



Provide essential resources and assistance to existing business seeking to expand within the community, fueling their growth and success.



expansion support



incentives

Connect business with attractive incentives such as tax breaks, grants, and infrastructure support to stimulate economic development and job creation.



industry research

Conduct in-depth research to identify emerging sectors and opportunities, guiding business recruitment efforts for long-term economic development.



# Advocacy



Champion business interests to advocate for policies that support competition, economic growth and contribute to thriving communities



## 2023 Legislative Priorities

- Competitive Business Environment
- Workforce and Talent
- Infrastructure
- Thriving Communities



# One Unified Voice

- **Strategic Policy Impact:** Driving economic growth through targeted advocacy efforts at state and federal levels.
- **Key Policy Wins:** Achieved preferential tax rates for alternative jet fuel, streamlined permits, and sales tax exemptions, fostering a competitive business climate.
- **Community Empowerment:** Supported affordable housing, police reform, and education initiatives for a holistic approach to thriving communities.
- **Workforce Development:** Backed career-connected learning and military spouse employment for a skilled and diverse workforce.
- **Federal Advocacy:** Strengthened partnerships for FAA reauthorization, funding opportunities, and permitting reform.
- **Engaged Community:** Facilitated delegations to Olympia and D.C., hosted advocacy events, and promoted policy discussions for community engagement.



# Equity and Opportunity

- BIPOC Chamber
  - Micro Loans
  - Technical Assistance
  - Engagement and Outreach
- Tulalip Employment Resource Office (TERO)
  - Business Planning for Success
  - Business Smart - Ready Set Go
  - Laying the Groundwork
  - Understanding a Request For Proposal



# Site Selection

- **Strategic Business Location:** Facilitating site selection for businesses, promoting job opportunities and economic growth.
- **Diverse Investment:** Attracted significant investments like the No Meat Factory, Mill, and Mura to foster local job creation.
- **Supporting Local Entrepreneurship:** Providing guidance and resources to startups, nurturing local entrepreneurship and innovation.
- **Fostering Industry Collaboration:** Collaborating with key industry players to develop tailored solutions that drive business expansion.



Assist business in finding suitable locations within the community, ensuring a smooth transition and integration into the local economy.



Provide essential resources and assistance to existing business seeking to expand within the community, fueling their growth and success.

# (BRE) Expansion



# Attraction



Showcasing the region's strengths and opportunities to entice external companies to invest, expand, and thrive within our communities.



## Economic Development Projects Landed in 2023

By Capital Investment

- Tesla - Marysville - 3.1 million
- Mill - Mukilteo - 3.5 million
- Mura - Arlington - not public

# Global Presence



Amplify economic development by forging global connections, fostering international partnerships, and attracting investments to our region.



## Trade & Leadership Missions

Presenting Snohomish County's potential on a global stage.

- Hannover Messe
- Select USA
- Iceland Norway Business Exchange
- Paris Air Show

# Incentives



ZeroAvia  
\$700,000



No Meat Factory  
\$250,000



Ion Q  
\$200,000



Disaster Relief  
\$361,000



Connect business with attractive incentives such as tax breaks, grants, and infrastructure support to stimulate economic development and job creation



Offer expert guidance and support, equipping business with the tools and knowledge necessary to navigate challenges and maximize their potential



# Technical Assistance

- Apex Accelerators
- SBDC & SBA Resources
- SBTRC

Leveraging the Small Business Transportation Resource Center (SBTRC) and Small Business Administration (SBA) resources to empower small and disadvantaged businesses.



# APEX ACCELERATOR

## Formally PTAC

APEX Accelerator Counselors provide 1:1 mentorship and technical assistance including training, outreach & networking as well as help with certifications and registrations, solicitation reviews, and market research.

16  
Workshops

24  
Events

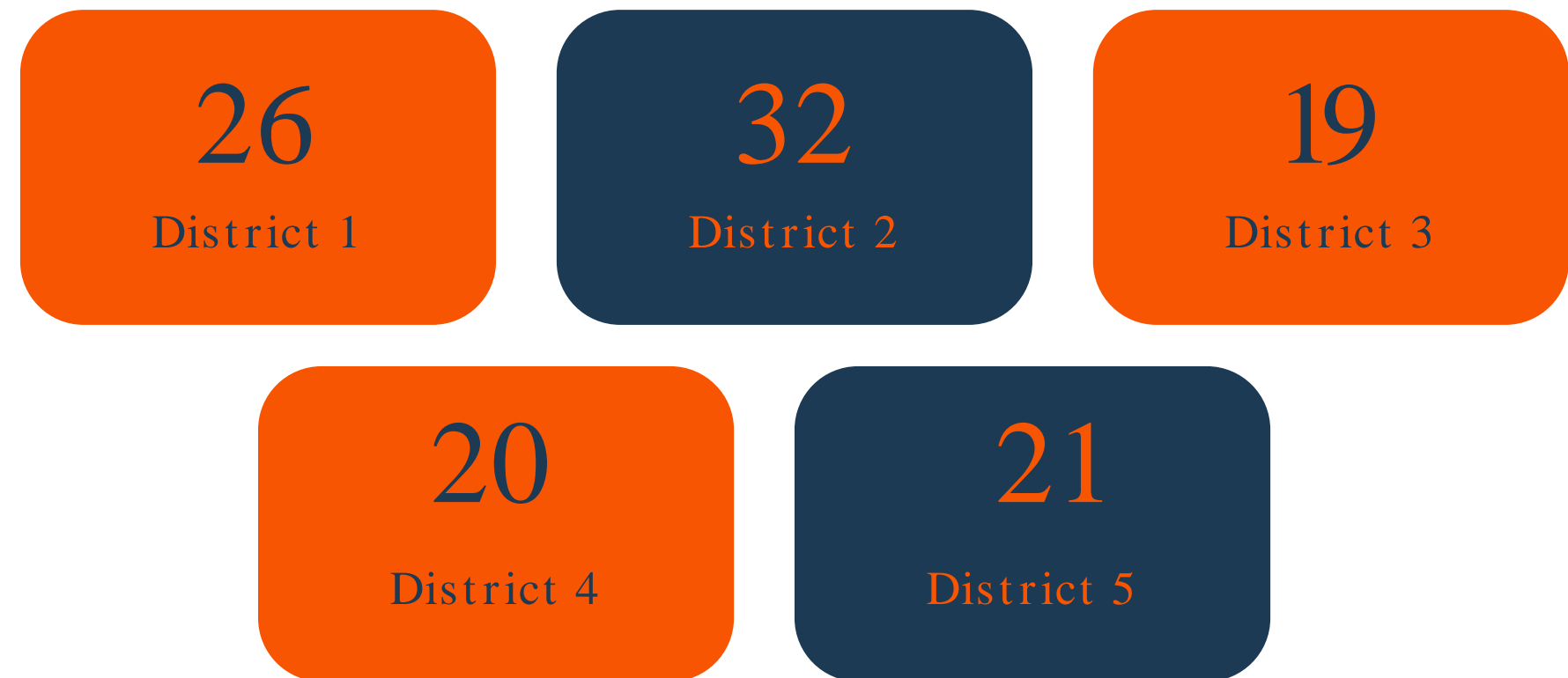
39  
Contract Awards



# SBDC

## Small Business Development Center

SBDC provides counseling and training to small businesses including working with SBA to develop and provide informational tools to support business start-ups and existing business expansion.







# SBTRC

## NW Region Small Business Transportation Resource Center

The Northwest SBTRC offers diverse support to small and disadvantaged businesses, including market research, management assistance, outreach, and access to capital. They foster collaboration between contractors, promote equity, and empower through the Women & Girls in Transportation Initiative.

13

Active Clients

89m

Contract Awards

93

Training Events

# Workforce Development



Nurturing a skilled and adaptable workforce through innovative programs, education partnerships, industry engagement



## Collaborative Innovation for the Future

- EASC connects leading companies like Group 14, MagniX, ZeroAvia, and Modern Hydrogen with higher learning institutions including University of Washington, WSU, Edmonds College, and more.
- Together, we're redefining workforce training curriculum to meet the demands of innovative sectors like hydrogen, electrification, and EV.



# Snohomish STEM

## Nurturing Talent for Future Success

·Snohomish STEM is cultivating a skilled workforce that drives innovation and economic growth. Through strategic partnerships and dedicated programs, we are shaping the future workforce and ensuring our community remains competitive on a global scale.

**\$1.5m**  
Grants

**800+**  
Student  
Connections

**10**  
Internships

# Industry Research

- Business Surveys
- Market Analysis
- Impact Studies
- Emerging Technologies



Conduct in-depth research to identify emerging sectors and opportunities, guiding business recruitment efforts for long-term economic development



Attract new business through targeted campaigns and strategic promotions to drive economic growth and prosperity

# Marketing

2.4k



1.6k



1.8k



1k



100+



14.8k




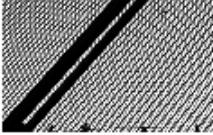


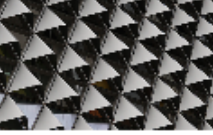





# Media

Economic Alliance Snohomish County (EASC) is promoting and facilitating economic growth, development, and investment within Snohomish County through public relations, media relations, marketing and promotions, events and digital presence.

In 2023, EASC has received 100+ media mentions highlighting Snohomish County with an aggregate readership of 246M.

## Highest Readership

1		<b>Boeing's 747 Jumbo Jet leaves behind prosperous legacy for Everett</b> Feb 1 • MSN	212M	6		<b>No Meat Factory, Canadian plant-based food manufacturer, begins operations in Stanwood, WA</b> Mar 15 • localtoday.news	719K
2		<b>At Paris Air Show, Washington lands alternative jet fuel facility</b> Jun 20 • NewsBreak	8.6M	7		<b>LIBERTY Campaign Coalition Letter to Congress</b> May 1 • U.S. Chamber of Commerce	596K
3		<b>No Meat Factory plans big Stanwood expansion at former Twin City Foods site</b> Mar 23 • The Business Journals	7.3M	8		<b>Report: No wrongdoing in Everett mayor's romance with deputy mayor; An attorney hired by th...</b> May 24 • HeraldNet	537K
4		<b>Boeing's 747 Jumbo Jet leaves behind prosperous legacy for Everett</b> Jan 31 • KOMO News	2.5M	9		<b>Coalition Letter on Permitting Reform</b> Mar 27 • U.S. Chamber of Commerce	468K
5		<b>No Meat Factory to open first alt-protein plant in US.</b> Mar 17 • The Free Library	858K	10		<b>Paine Field, housing crunch are hot-button issues at annual update</b> Apr 12 • Democratic Underground	318K

# Networking

Our commitment to fostering a thriving business ecosystem extends to fostering meaningful connections. Through engaging events, community interactions, and educational sessions like Lunch and Learn, we create opportunities for businesses to connect, collaborate, and expand their networks.



- **Engaging Events:** Facilitating engaging networking events that foster collaboration and knowledge sharing among businesses and stakeholders.
- **Community Connections:** Building strong community ties by connecting businesses, industry experts, and organizations through informative seminars and workshops.
- **Lunch and Learn:** Hosting Lunch and Learn sessions where industry leaders share insights, creating a platform for learning and relationship-building.



Foster valuable connections and collaborations with industry leaders to facilitate business recruitment and expansion opportunities.

# Small Business and Chamber Partnerships



Fostering Small Business  
Growth through Strategic  
Chamber Partnerships and  
Supportive Services.

- **City Partnerships:** Collaborating with local municipalities like Mountlake Terrace and potential partners like Everett to provide specialized small business support tailored to their community needs.
- **Diverse Engagement:** Exploring partnerships with BIPOC and Latin communities, ensuring inclusivity and providing resources that empower diverse small businesses.
- **Chamber Collaboration:** Strengthening ties with chambers to offer comprehensive services, leveraging their networks for the benefit of small businesses.





*Any Questions?*