



**Snohomish County Council**  
**Year-End Update**

*December 12, 2023*





# 2023 Year in Review

GSP Team



# Uncommon Thinkers Welcome®

GeekWire

PUGET SOUND BUSINESS JOURNAL

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BY ALAN BOYLE on November 28, 2023 at 8:00 am

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Magnix's chief technology officer, Riona Armesmith, works on electric propulsion systems like the one in the background at the company's headquarters in Everett, Wash. (GeekWire Photo / Alan Boyle)

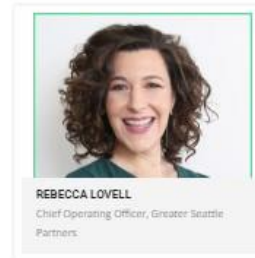
## JUDGES



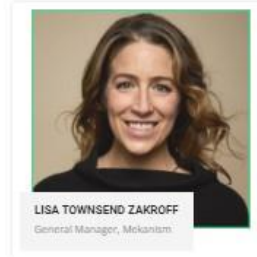
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REBECCA LOVELL  
Chief Operating Officer, Greater Seattle Partners



LISA TOWNSEND ZAKROFF  
General Manager, Mekanism



JOHN COOK  
Co-founder, GeekWire



NEEPAPORN 'A' BOUNJAKTHA  
Executive Director, Snohomish County

- **Inaugural Uncommon Thinkers Welcome Awards at 12/6 GeekWire gala**
- **Q1 2024 : Sponsored articles in GW and PSBJ**



Pallet Shelter



Evation



Feedme



# GREATER SEATTLE EXPORT ACCELERATOR

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King County



## GREATER SEATTLE EXPORT ACCELERATOR

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*\*Open to Snohomish, King, and Pierce County small businesses*

# Global Engagement



- **48 inbound delegations representing 70 countries from Africa, Asia, Europe, North America, Oceania, and South America**
  - **Outbound Missions to Iceland, France, Korea, Norway**

# Site Visit Coaching



**GLS** GLOBAL  
LOCATION  
STRATEGIES

## STEP 01

### Site Questionnaire

The EDO completes a site questionnaire for a site that it submits most frequently in site selection projects.

The purpose of this exercise is twofold:

- Evaluate the quality of the EDO's site questionnaire response
- Determines potential site obstacles or gaps in information

## STEP 02

### Site Visit

A GLS site consultant will either connect online or travel to community and conduct a mock site visit for the site submitted for consideration through the site questionnaire. Community, utility, and other stakeholders who are frequently involved in the site selection process will be asked to participate.

The visit goals include:

- Evaluate the effectiveness of the site visit, including community messaging, site-specific knowledge and more.
- Pinpoints potential site limitations

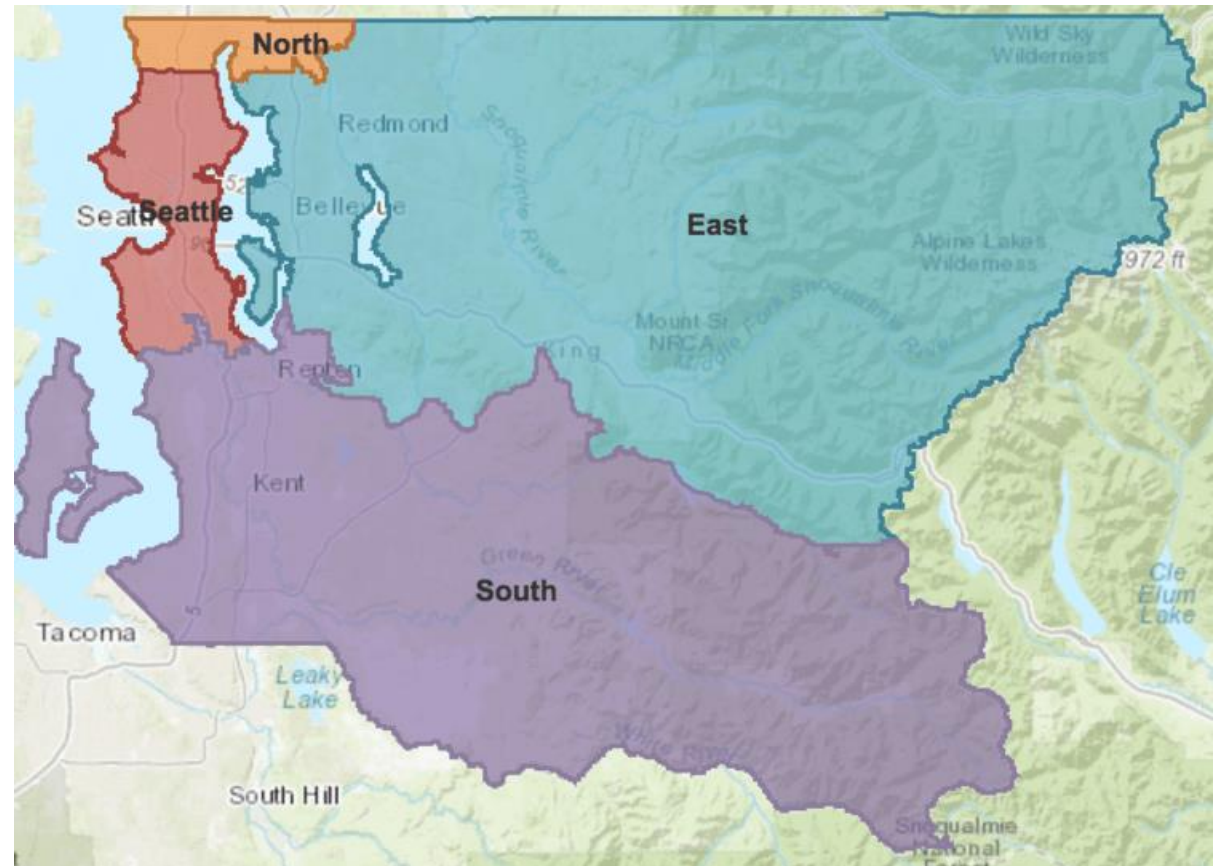
## STEP 03

### Report Card

Following GLS's site visit, an executive report will be sent identifying the effectiveness of the site questionnaire and site visit, as well as any immediately apparent concerns with product and community assets.

If a single product or performance obstacle has been identified through this engagement, GLS will offer opportunities for improvement.

Alternatively, GLS will provide a path forward with more in-depth analyses to determine the cause of EDO's self-identified underperformance in project attraction efforts.

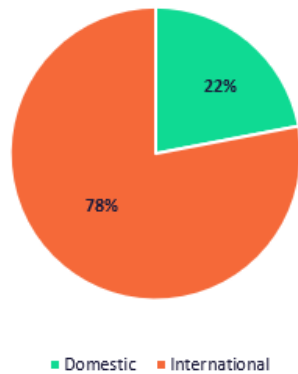




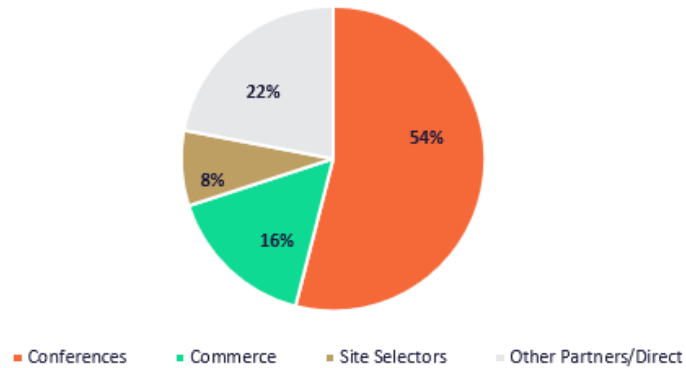
# Business Attraction

- **91 opportunities for 2023 YTD by geography, source of lead, and industry.**
- **Qualitatively: brokers, site selectors and partners are critical, and key initiatives (SelectUSA, Paris AirShow) are bearing fruit....**

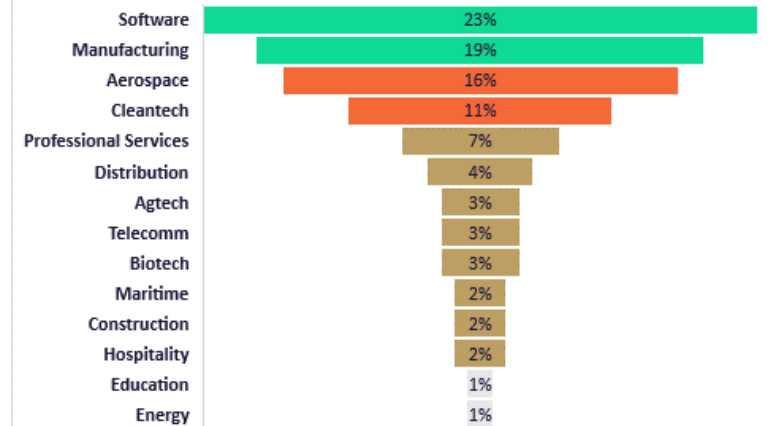
GEOGRAPHY



SOURCE



INDUSTRY



# Attraction & Expansion “Wins”

Name	Industry	
Project Elephant	Higher Education	New Market Expansion
Project Proton	Clean Energy	New HQ
Project Woodfern	Information Technology	In-Market Expansion
Chargepoly	EV Charging	France
Earth Care Equipments	Climate Technology	India
Jobley	Healthcare Workforce	Japan

# Attraction & Expansion “Hotlist”

Name	Industry	
Project Hotstone	Health and Wellness	New Development
Project Fortune 500	Information Technology	New HQ
Project Diamond	Sports and Entertainment	New Development
Project Phyllis	Climate Tech   Aerospace   Healthcare Workforce	New Market Expansion
Project Hibiscus	Climate Technology	Korea
Vantari VR	Med Tech	Australia
Drones Hub	Aerospace	Poland
India Consulate	Foreign Government	India



# Uncommon Thinkers Welcome<sup>®</sup>

Our definition of business isn't exactly common.



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PARTNERS

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