



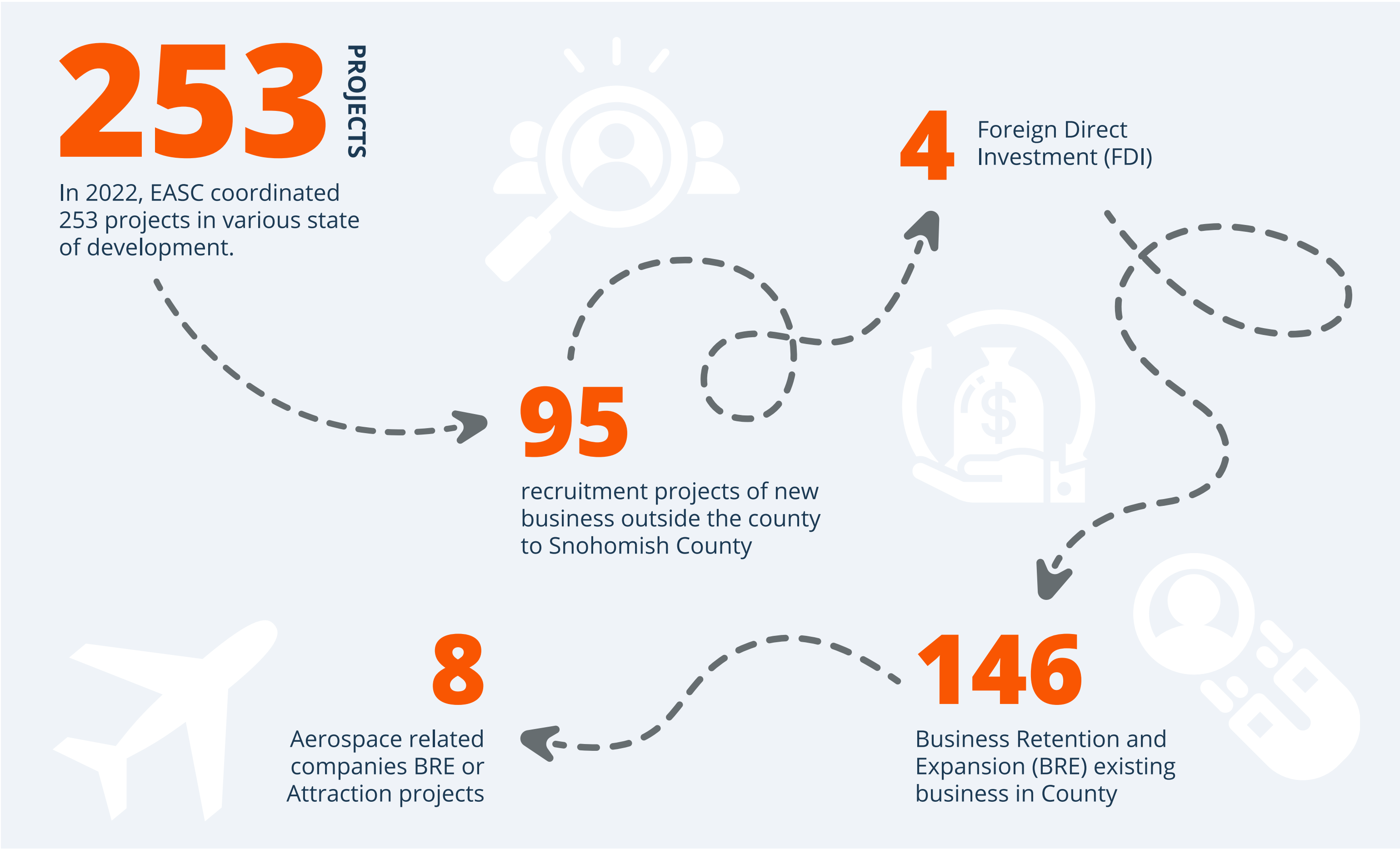
# Economic Alliance

## SNOHOMISH COUNTY


# 2022 REVIEW



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.




TOP ECONOMIC DEVELOPMENT PROJECTS LANDED FOR 2022




**By Capital Investment:**

- SanaBiotechnology – Bothell \$100M
- Salacia – Marysville \$20M
- Soli Organics – Marysville \$125M
- Project NMF (FDI) – Stanwood (FDI) \$50M
- Project Ruby (FDI) – Everett \$500M
- WildType – Marysville \$150M



**By Job Creation:**

- SanaBiotechnology – Bothell 200 new jobs
- Salacia – Marysville 150 new jobs
- Soli Organics – Marysville 150 new jobs
- Project NMF (NMF) – Stanwood 350 new jobs
- Project Ruby (FDI) – Everett 400 new jobs
- WildType – Marysville 60 new jobs



*\*Recruited figures represent projects that were won during the year 2022. Announcements made in 2022 may include projects that were recruited in a previous year and announced later.*



# BUSINESS

## Attraction

EASC provides successful and measurable countywide economic development support for the State, County and its jurisdictions resulting in the growth of the Snohomish County economy through retained and expanding job opportunities, business creation, attraction of investment to the County and engagement and technical support for local jurisdiction economic development strategies.

EASC's Business Attraction program is focused on the attraction of businesses to Snohomish County. The attraction of expanding and relocating businesses helps to diversify the economic base, most notably through the attraction of traded industries that produce goods and services locally and bring in new dollars from outside the local or regional economy.

- Attended Select USA in Washington DC. EASC engaged with nine businesses intent on expanding into the US representing biofuels, hydrogen energy, and the life science sectors. Key Takeaway: *Many companies looking to expand to the US after leaving Russia due to the Ukrainian war.*
- Coordinated the delegation for the Farnborough Airshow. During the airshow, the delegation was able to engage with close to 30 businesses. Beyond diversification and innovation, we heard some general overarching themes:
  - The need for increased workforce training and funding.
  - Supply chain hurdles are causing delays in production.
  - COVID recovery is still impacting the industry.
  - Energy incentives are needed.
  - General relocation and recruitment competitiveness requires incentives and inventory
  - Legislative awareness and support are needed
  - Inability to diversify production
- Coordinated with our regional partners to respond to Foreign Direct Investment leads provided by the Dept. of Commerce, Greater Seattle Partners, and direct inquiry.
- Coordinated with the State Export Office director to discuss export development in Snohomish related to existing exporting companies, Mexico and Canada opportunities as well as the State Trade Expansion voucher Program (STEP). Participated in planning meetings with economic development partners for Korean delegation visit to the Cascade Industrial Center in June.
- Provided site tours to 9 investors in including a delegation from India for aerospace and food processing.
- Submitted 2 Strategic Reserve Fund projects to the Department of Commerce in 2022 totaling \$550,000 in incentives for new recruitment projects. Award announcements are still pending.



*EASC has provided me with mentoring and connections to funding that has exceeded my business to the next level.*

*I would refer their assistance to any small business in need of help in any way.*

Lowell Profit, Owner, Glory • Bucha



EASC VP of Economic Development, Wendy Poischbeg (pictured center) attended SelectUSA Investment Summit in June, 2022 in Washington, D.C.



President and CEO of EASC, Garry Clark (pictured left of center) lead a delegation from Snohomish County during the 2022 Farnborough International Airshow in England during July, 2022.



# BUSINESS

## Recruitment & Expansion



Pictured above: EASC staff lead a tour of Group14 Technologies in Maltby

### EXPANSION AND RETENTION

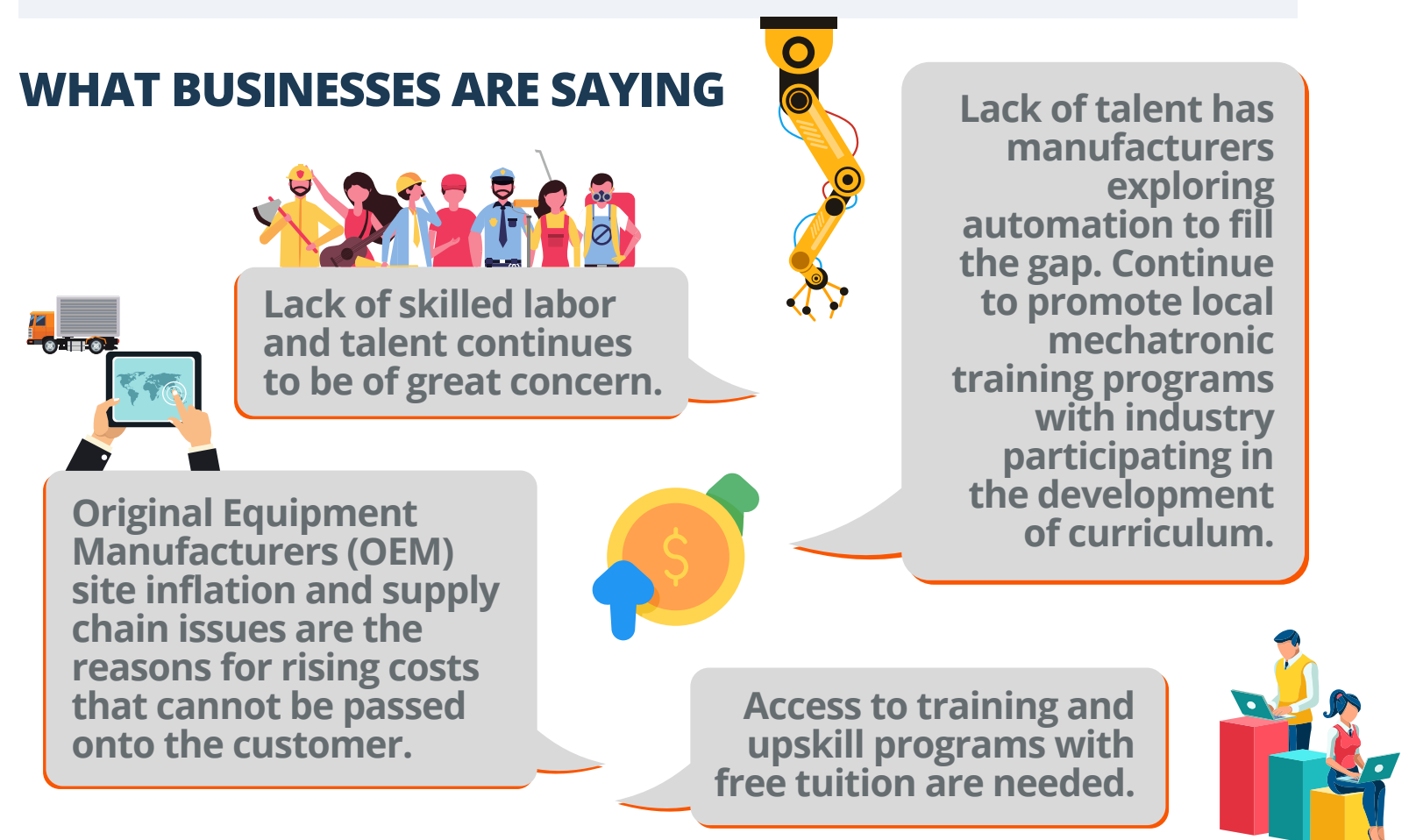
As Snohomish County's recognized BRE organization, EASC engages with Snohomish County businesses to promote 2-way communication with community leadership and provide access to business services and identify companies planning to grow or looking at reduction.

### HIGHLIGHTS

- Coordinated a tour of Group14 Technologies, an EV battery startup that raised \$441 million in funding and employs nearly 100 people. Group14 is one of more than 20 companies launched in a global quest to improve the lithium-ion battery — mainstay of the fledgling electric car industry — by including more silicon. Our tour brought 14 higher learning institution representatives to understand the complex skills needed for this growing industry.
- In partnership with Worksource Development, EASC helped coordinate English as a second Language (ESL) program for a manufacturer in Mukilteo. This employer has 75 employees, among them refugees from Ukraine (10), Afghanistan (25), and Vietnam (25) – and has agreed to allow one hour from each day for ESL classroom time.
- Provided logistics assistance for new cutting-edge food processing company who signed a 10-year lease in the Cascade Industrial District. WildType grows cellular salmon in a bioreactor with the goal of mitigating overfishing and improving food safety. The capital expenditure (cap ex.) will consist of \$150 million in three phases, \$50 million by 2024.
- Conducted a BRE Blitz of Snohomish County restaurants in March 2022, collecting surveys from 27 local businesses to create an industry snapshot and connect them with resource partners as needed.

- Facilitated a site tour for Salacia Seafood, a 20 million cap ex. seafood processing plant in Marysville with the City of Marysville and representatives of (Advanced Manufacturing Apprenticeships) AJAC. The seafood processing facility plans to be operational by May 2023. They will need 150 employees. EASC is also coordinating Foreign Trade Zone designation and processing programs with training agents.
- Coordinated a day-long tour of select cultural assets in the city of Everett and the Tulalip Tribes for the new Dept of Commerce Creative Economy sector lead, Shannon Halberstadt. Representatives and artists from the Schack Art Center, Imagine Children's Museum, Everett Museum of History, Van Valey House, Evergreen Area Arboretum, Tulalip Casino, and Hibulb Cultural Center were on hand to share challenges and opportunities as the Office of Competitiveness shapes their strategic plan.
- Coordinated with municipal and workforce stakeholders to recruit a large Canadian plant-based food company to a facility in Stanwood, WA. EASC arranged a site tour for investors, meetings with city leadership and planning staff, and with the Food Safety Compliance Specialist for the Washington State Department of Agriculture to permit commercial processing. If selected, this project would return a large employer back to the Stanwood area. Cap ex is 50,000.000 in 2023.
- Facilitated the introduction to an angel investor for the first Kombucha distillery in Snohomish County. This BIPOC owned business was recently selected to expand into Kroger stores and must scale its production to meet demand.

### WHAT BUSINESSES ARE SAYING



Pictured above: EASC VP of Economic Development, Wendy Poischbeg, meets with VP of Europe Sergey Kiselev, Dr. Youcef Abdelli, Chief Technical Officer/Propulsion, and Facilities Manager Stan Swensen today regarding ZeroAvia's exciting expansion at Paine Field (PAE) in Everett.



# BUSINESS

## Small Business & Chamber

EASC works to strengthen business community through advocating on critical small business issues, seeking to strategically diversify and develop the economy and designing optimal business connection opportunities.

### SMALL BUSINESS SUPPORT

Small businesses have considerable economic impact at the local level. A widely cited 2019 report from the U.S. Small Business Administration found that small businesses generated 44% of all economic activity in the country. That same year, small businesses created two-thirds of all jobs in the U.S. In a post-pandemic world, small businesses have been the backbone of economic recovery and job growth.



Representatives from the U.S. Small Business Administration attend the 2022 North Puget Sound Small Business Summit hosted by EASC at the Lynnwood Convention Center on October 26.

### HIGHLIGHTS

- Coordinating with the Tulalip Tribes TERO to support Native American Owned Businesses (NAOB) Registry. Connect TERO businesses to SBA and SBTRC federal opportunities and PTAC counseling.
- Facilitated a meeting between James Bay Distillers and the US Export Assistance Center to recommend export pathways to expand business.
- Assisting a Latina distiller to find a production facility /tasting Room for her craft spirit business.
- Connected a start-up owner with our PTAC representative who is currently working to get his business certified for government contracting.
- Helped a struggling wine and beverage store in Everett explore new options for service. The business is on track to grow for the first time.
- Provided the owner of the popular Rustic Cork Wine bar with expansion options thought the County. Connected them with EVCC for expanded workforce opportunities.
- Provided site selection assistance for Loan Depot, currently in Marysville looking to expand into Everett. Connected them to Worksource Snohomish County to find additional employees to support the expansion.
- Provided site selection assistance to Express Pro's Employment to find a location near the Everett Mall.

### AMBASSADORS

The mission of the EASC Ambassador Program is to significantly improve the business acquisition and retention rate by improving communications with our investors and increasing involvement and support of all Economic Alliance Snohomish County events and activities.

In 2022, EASC worked to reinvigorate and restructure this program after a period of stagnation due to the Covid-19 pandemic. These efforts included revisions of the program bylaws and increased staff engagement.



Pictured above: EASC staff provided a ribbon cutting ceremony for Leavitt Group Insurance to celebrate their move to new offices in Everett in July, 2022.



Pictured above: EASC staff provided a ribbon cutting ceremony for Express Employment Professionals to celebrate the opening of their new location in Everett in August, 2022.



# ADVOCACY

## One Unified Voice

Economic Alliance Snohomish County is committed to advocating for an economic model which promotes a vibrant, regional economy. EASC works with its Advocacy Board on an annual basis to create regional priorities used for our advocacy efforts in Olympia as well as federal priorities focusing on Congressional advocacy.

In 2022, EASC worked at the federal, state, and local levels on policy issues of importance to Snohomish County. On the federal level, EASC advocated for IJA competitive grants. At the State level, EASC focused on advocating on infrastructure, Move Ahead WA, Competitive Business environment and thriving communities support, as well as Workforce and talent supply issues.



Pictured above: EASC President & CEO Garry Clark and VP of Economic Development Wendy Poischbeg discuss regional priorities with U.S. Department of Agriculture Washington State Rural Development Director Helen Price Johnson.

### ADVOCACY HIGHLIGHTS

EASC's big advocacy wins from the 2022 legislative session include:

- \$34.5 million for the Small Business Innovation Fund – this is a potential source of funding for the SnoCo Creative Haven
- \$2.5 million for a Regional Manufacturing Pre-Development grant program
- \$400,000 for the Washington Minority Business Development Agency
- \$1 million for the Washington Small Business Development Center (ongoing)
- \$1.4 million for Procurement Technical Assistance Center training (through MRSC) on public works contracting
- Digital Equity Act – HB 1723
- B&O Reduction for Small Business – SB 5980
- Dual Credit Program Data – HB 1867
- WA College Grant for Apprenticeships – 5764
- Clarifying Law Enforcement Officer Responsibility – HB 1735
- Move Ahead WA, transportation infrastructure package
- \$30 million for Community Transit expansion of SWIFT program
- \$210 million for planning and design of WB US 2 Trestle and interchange improvements
- \$31 million for the completion of I-5/NB Marine View Dr to SR 529
- \$12.9 million for the North Broadway Pedestrian Bridge in Everett
- \$10 million for SR 522 Widening
- \$10 million for the Poplar Way Bridge in Lynnwood
- \$5 million for the Grove Street Overcrossing Marysville
- \$500,000 for the 156th Street Railroad Overcrossing in Marysville
- \$7 million for Bothell Way/Bothell Everett Highway Widening

### LETTERS OF SUPPORT

- The City of Lynnwood's application to the 2022 Rebuilding American Infrastructure with Sustainability and Equity (RAISE) program for the Connecting Lynnwood - Poplar Way Bridge Project.
- Community Transit's request for a \$4 million RideStore remodel construction project.
- 2022-2023 and 2023-2024 NBA G-League IGNITE season Provided a letter in support for the to be played in Everett at the Angel of the Wings Arena.
- Life Science Washington Institute (LSWI) for the FY2022 Funding Opportunity to the Federal and State Technology Partnership Program (SB-OIIFT-22-001).
- Community Transit's request for \$500,000 zero-emission fleet Transition Plan.
- Everett Transit's effort to pursue funding through the 5339 Bus and Bus Facilities Grant Program for electric buses.
- City of Marysville's request for Community Project Funding for the 156th Street Northeast Overcrossing project.
- City of Marysville's request for Community Project Funding for the Grove Street Overcrossing project.
- City of Lake Steven's grant application to the Industrial Site Readiness Grant Program.
- Congressionally Directed Spending project to provide advanced funding for the expansion of Sound Transit's Light Rail system to Everett.
- Phase II of Compass Health's Broadway Campus Redevelopment Project.
- Everett Transit's request to the Washington State Department of Transportation's 2023 Regional Mobility Grant program for its inductive charging system project.
- Sultan Landing, a new retail center that will be anchored by a large grocer, providing 350 new jobs.

### 2022 LEGISLATIVE PRIORITIES





# MARKETING

## Earned, Paid & Owned

### WEBSITE ANALYTICS

Economic Alliance Snohomish County underwent a rebranding in late 2021, including the introduction of a new website. In 2022, the new EASC website earned:

- 71,364 pageviews
- Average session duration of 1:14 minutes (up 4.5%)
- 28,445 website users (up 12.9%)

### SOCIAL MEDIA

In 2022, EASC increased social media presence:

- Facebook page reach of 23,626 (up 5.2%) with 174 new page likes
- Instagram reach of 2,757 (up 393.2%) with 277 new page followers
- LinkedIn page views of 2,402 (up 376.6%) with 1,210 page followers (454 new page followers this year)
- Twitter page reach 45,100 tweet impressions with 1,804 followers

### NEWS BRIEFS

EASC's monthly news brief is distributed electronically to 14,688 email subscribers with more than 300 new contacts added in Q4 of 2022. The monthly news brief updates stakeholders on the latest news in local business and economic development.

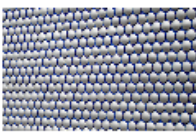


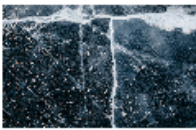






### PAID MEDIA

- 338 radio spots about EASC on KRKO and KXA
- Monthly ads in The Herald and Herald Business Journal

### EARNED MEDIA

In addition to monthly presence in The Herald and Herald Business Journal through op-eds and focus pieces, Economic Alliance Snohomish County earned 469 references in target publications in 2022, including 18 with top tier readership. The highest readership came from the announcement by Alaska Airlines of daily non-stop flights out of Paine Field to Anchorage, Alaska. This announcement was made to the press and public during EASC's Summer Networking event in August of 2022.

Additional coverage came from an announcement of a \$350,000 economic development grant from Washington State Department of Commerce awarded to support ZeroAvia's site selection at Paine Field. EASC requested the funds which would be invested into converting a warehouse building to office and research and development space. EASC also made the news for helping to attract Soli Organic Inc., the nation's only soil based, controlled agriculture company delivering 100% USDA certified organic produce to more than 20,000 retailers to Marysville.

TOP 10 HIGHEST READERSHIP				
1		EVERETT — Paine Field was Snohomish County's most popular tourist destination — was.	148M	
		Aug 3 • MSN		
2		New route alert! Alaska Airlines adds nonstop flight between Everett and Anchorage	45.52M	
		Aug 26 • Yahoo Finance		
3		Soli Organic™ to Build First Soil-Based Organic Indoor Farm in Seattle Area	43.16M	
		Feb 10 • Yahoo Finance		
4		Representatives Larsen and DelBene discuss Infrastructure	8.7M	
		Apr 21 • News Break		
5		State Grant Supports ZeroAvia Project at Paine Field; Governor's Strategic Reserve Fund Grant Aids ...	6.7M	
		Jan 11 • PR Newswire		
6		Alaska Airlines adds route to Anchorage from Everett's Paine Field	6.4M	
		Aug 31 • The Business Journals		
7		State Grant Supports ZeroAvia Project at Paine Field	6.2M	
		Jan 11 • Benzinga		
8		New route alert! Alaska Airlines adds nonstop flight between Everett and Anchorage	5.9M	
		Aug 26 • PR Newswire		
9		State Grant Supports ZeroAvia Project at Paine Field	5.9M	
		Jan 11 • Finanzen.net		
10		Soli Organic™ to Build First Soil-Based Organic Indoor Farm in Seattle Area; The Company's propriet...	5.2M	
		Feb 10 • PR Newswire		

14,688

Email  
Subscribers

6,554

Monthly  
Website  
Users

SOCIAL MEDIA STATS

1,844  
Followers

1,804  
Followers

859  
Followers

1,210  
Followers

91  
Followers

#OpportunityLivesHere



# EVENTS

## Community Immersion

### SIGNATURE EVENTS

Economic Alliance Snohomish County hosted 12 Signature Events in 2022, returning to in-person and bringing together an estimated 2,288 attendees representing the regional business community.

#### LEGISLATIVE KICK-OFF

This event brings together industry sectors to help drive the solutions to our challenges by advocating for policies that stimulate economic vitality and quality of place in Snohomish County. The January 6, 2022 event featured a panel discussion with Senator Marko Liias, 21st Legislative District; Rep. Carolyn Eslick, 39th Legislative District and Kelly Snyder, Public Works Director, Snohomish County.

#### STATE OF EVERETT

This event brings together business and community leaders from around the region as Mayor Cassie Franklin shares her direction for the City of Everett.

#### ECONOMIC FORECAST & ANNUAL MEETING

This event brings together business leaders to hear about recent regional successes and Economic Alliance Snohomish County's plans for the upcoming year. The 2022 event featured a keynote from Forbes 30 Under 30 roboticist and entrepreneur, Marita Cheng. Annual Awards were presented to:

- John M. Fluke Award - Monti Ackerman
- Henry M. Jackson Award - Jon Nehring
- Elson S. Floyd Award - Mike Sells
- Opportunity Lives Here Award - Helion Energy

#### D.C. FLY-IN

This trip invites EASC investors to join a conversation on Regional Federal Priorities with key members of our congressional delegation and agencies on the hill via meetings and networking events. In 2022, attendees met with representatives Maria Cantwell, Rick Larsen, Patty Murray, Marilyn Strickland and Suzan DelBene as well as representatives from HUD, USDOT, Local Defense Community Cooperation and the Secretary of the Navy.

#### SNOHOMISH COUNTY UPDATE

This event brings together business leaders to hear Executive Dave Somers provide the most up-to-date information about our county and region.

#### DEI FORUM

This event invites community members and business leaders to have an honest conversation regarding the state of diversity, equity and inclusion in Snohomish County. In 2022, the event featured a keynote from Dr. Anu Taranath, award-winning speaker, facilitator, consultant, author and, educator specializing in issues of racial equity and social change.

#### PORT REPORT

This event brings together business leaders to hear the Port of Everett share their annual update and exciting news on upcoming advancements being brought forth by their dedication to support our regional economy.

#### SUMMER NETWORKING

This annual events brings together local leaders from the regional business community to meet and network in a casual, fun setting. The August 25, 2022 event was presented by Alaska Airlines who used the opportunity to announce the start of nonstop daily flights from Paine Field to Anchorage, Alaska.

#### NORTH PUGET SOUND SMALL BUSINESS SUMMIT

This event, which brings together a variety of industries, returned in 2022 after a 2-year pause due to the Covid-19 pandemic. More than 500 attendees representing businesses across the region came together for a day of panel discussions, training opportunities, an exhibition hall to access valuable resources, and networking.

#### PUBLIC OFFICIALS RECEPTION

This event connects community & business leaders with elected officials in the region from all levels of government ranging from local, state, to federal. The 2022 event featured an opening address from Representative Rick Larsen.

#### STATE OF THE STATION

This event brings together business leaders to hear Commanding Officer Joshua Menzel of Naval Station Everett share an annual update about work at the base.



Pictured above from left: Garry Clark, President & CEO of Economic Alliance Snohomish County, with Helion Energy CEO David Kirtley as he is presented the Opportunity Lives Here award by Scott Kennedy of Alaska Airlines during the 2022 Economic Forecast & Annual Meeting.



Pictured above from left: Captain Oliver Goudreau of Alaska Airlines high fives Curtis Mattingly of 20/20 Chip Repair as he received a raffle prize during the 2022 Summer Networking event with Garry Clark, President & CEO of EASC, looking on.



Pictured above from left: Sheena Dela Cruz and Ryann Anderson of The Vida Agency pose for a photo-op with Garry Clark, President & CEO of EASC, at their exhibition booth during the 2022 North Puget Sound Small Business Summit



# EVENTS

## Community Immersion

### COFFEE CHATS

During the Covid-19 pandemic, EASC launched a bi-weekly web series aimed at offering the local business community an opportunity to convene virtually to discuss relevant topics. Coffee Chats, as the series came to be known, features local leaders and industry experts discussing timely issues that fall within EASC's 6 Pillars of Focus.

In 2022, Coffee Chats earned 6,430 views and was featured in multiple publications. Examples of topics covered during Coffee Chats in 2022 included:

- **Current Port of Everett Supply Chain Impacts** featuring Lisa Lefeber, CEO at the Port of Everett and Carl Wollebek, Chief Operating Officer at the Port of Everett.
- **What Clean Tech Means for Snohomish County** featuring David Kirtley, Founder & CEO of Helion Energy and Dominic Weeks, Head of PR and Government Relations at Zero Avia.
- **A Look at Infrastructure & JOBS Act Review** featuring U.S. Congresswoman Suzan DelBene (pictured right) and U.S. Congressman Rick Larsen (pictured right).
- **Homelessness is a Housing Problem** featuring Gregg Colburn (pictured right), Assistant Professor of Real Estate in the University of Washington's College of Built Environments and Author of Homelessness is a Housing Problem and Chris Collier, Program Manager at Housing Authority of Snohomish County
- **Transportation Update: ST3 Light Rail Extension** featuring Executive Dave Somers, Snohomish County; Mayor Cassie Franklin, City of Everett and Mayor Christine Frizzell, City of Lynnwood

### OTHER EVENTS

In addition to Coffee Chats and 12 Signature Events, Economic Alliance Snohomish County hosted multiple networking, learning and charitable opportunities for the business community throughout 2022.

EASC hosted 2 virtual learning opportunities in 2022 with 100 participants:

- **Accelerating Small Business Growth - Thrive! & ScaleUp! Program Overview** - in collaboration with the Washington State Department of Commerce and Thurston EDC Center for Business Innovation, this online program taught participants about strategic growth programs available to businesses.
- **Export Resources for Small Businesses** - in collaboration with the Washington State Department of Commerce, this online program invited participants to learn more about export resources available to support small businesses.

Featured Latest News Politics & Elections

### Representatives Larsen and DelBene discuss infrastructure

April 21, 2022 Kienan Briscoe 0 Comments 5 min read



Above photo courtesy of Lynnwood Times.

Those were among the comments and questions raised during Tuesday morning's **online Coffee Chat** hosted by the Economic Alliance of Snohomish County. The session about the root causes of local homelessness and housing needs drew more than 300 participants. The alliance is a countywide group established to "create economic growth and opportunities." Board members come from Boeing, Premera Blue Cross, colleges and school districts, Alaska Airlines, United Way, the Navy and communities throughout the county.



Gregg Colburn, assistant professor of real estate, UW College of Built Environments

The keynote speaker, University of Washington Assistant Professor Gregg Colburn, was blunt: "We cannot end this crisis or materially put a dent in homelessness, if we don't focus our time, attention, and action on creating more housing."

Above photo courtesy of MLT News.

In 2022, EASC introduced a new networking event series, **Chamber Partners After Hours**. This monthly "Happy Hour" event series was developed to help bolster relationships between local chamber organizations while promoting membership. These events are open to all business professionals looking to grow their network and interested in learning more about city and county chamber membership opportunities.

In November of 2022, EASC used the monthly Chamber Partners After Hours Event to host the **Sky Valley Fundraiser**, a charity event which raised more than \$5,000 to benefit businesses in the Sky Valley impacted by the Bolt Creek wildfire.



# NW SBTRC

## Technical Assistance

The Office of Small and Disadvantaged Business Utilization (OSDBU) established the Small Business Transportation Resource Centers (SBTRCs) through a network of grantees across the country. The SBTRCs work closely with the transportation contracting community and other technical assistance providers to serve small disadvantaged transportation businesses.

The NW SBTRC (Northwest Small Business Transportation Resource Center) is a grant-based program that serves the states of Alaska, Washington, Oregon, Idaho, and Montana.

### HIGHLIGHTS

- Connected with 307 companies over the course of 2022. Of those 307 companies, 7 were from Snohomish County. The NW SBTRC were able to connect with partner agencies, stakeholders, prime contractors, sub-contractors, and organizations looking to build partnerships to enhance local DBE outreach.
- Attended a Business Forum at USDOT Headquarters in Washington, D.C. on September 20, 2022. The forum was focused on helping small and disadvantaged businesses and improving their access to capital, resources and relationships – working to ensure that everyone can benefit from President Biden’s Bipartisan Infrastructure Law.
- Participated in 14 Washington based Workshop series’ that Snohomish County businesses could attend. These included a procurement training round table with local transportation agencies and partners, as well as sessions in bonding, insurance, accounting, banking, finance, legal knowledge, bidding, and estimating. Most of our attendees were from Washington State.
- Connected with 111 Companies at the pinnacle event for Port of Seattle, Advanced PortGen 2022. Running from August 23rd to October 4th 2022, of the 111, 94 attended a total of 470 course hours and the other 17 acted as partners or trainers. Of the 111 participant businesses, 13 were from Snohomish County, totaling 54 course hours. The NW SBTRC were able to connect with prime contractors, sub-contractors, and organizations looking to build partnerships to enhance local DEI efforts.
- Coordinated a site visit of the Everett EASC offices for the Office of Small & Disadvantaged Business Utilization Director Shelby Scales in May of 2022. This visit was part of a national tour planned by the United States Department of Transportation to visit Small Business Transportation Resource Centers throughout the country.



Pictured at the Business Forum at USDOT Headquarters in DC, September 20 are (from left to right): Mian Rice, Port of Seattle Director of Diversity in Contracting with; Emily Ho, Engagement and Training Program Manager, Diversity in Contracting; Leslie Miller, Government Contracting Specialist with PTAC; and Andrew Miller, Project Director, Northwest SBTRC



Pictured above: EASC welcomed the Office of Small & Disadvantaged Business Utilization Director Shelby Scales (third from left) for a site visit at their Everett office in May, 2022. This visit was part of a national tour planned by the United States Department of Transportation to visit Small Business Transportation Resource Centers throughout the country.



# STEM

## Career Connected Learning

The Snohomish STEM Network consists of an Executive Leadership Council and a working Representative Council. Members of our councils are respected leaders from K-12 schools, higher education, industry, and public and nonprofit sectors.

### CAREER CONNECTED LEARNING HIGHLIGHTS

- WSU Everett Girls Explore STEM Day: 50+ middle and high school students engaged in hands-on engineering and scientific activities designed to increase interest in engineering and beyond. Planning to run the event a second year is currently in progress.
- STEM Showcase at Explorer Middle School: partnered with Everett Community College to engage 300+ students in 8th grade in one day with interactive presentations on Public Safety (Fire Science, EMT, and Criminal Justice) and Advanced Manufacturing (AMTEC) & Aerospace. Planning to run the event a second year is currently in progress.
- Piloted Data Analytics Playshop at Boys & Girls Club with WSU Everett at Boys & Girls Club; the program has now been announced as a new recipient for CCW Program Builder funding to continue expansion
- Organized Boeing Core Plus Aerospace Program Tour at Sno-Isle TECH Skills Center with 25 community partner attendees
- Hosted 2 summer interns as part of the Everett Career Link program

### CAREER CONNECT WASHINGTON NORTHWEST

Career Connect Washington Northwest convene a cross-sector network to support regional CCW Implementation, acting as the primary CCW point of contact for industry.

In 2022, Career Connect Washington Northwest:

- Provided technical assistance for 3 rounds of the CCW Program Builder Grant to 12 business, education, or CBO partners in Snohomish County
- Contracted with Boys & Girls Clubs of Snohomish County to implement the national Boys and Girls Clubs Work-Based Learning curriculum with their interns; contract provides seed funding to support staffing to implement this program for two cohorts of students
- Tracked financial aid impact from events, workshops, info sessions, etc., at five priority districts. Four of our five priority districts had a positive increase YOY, surpassing the state YOY percentage. The average YOY difference of our five districts is +3.86% compared to +1.6% for Snohomish County as a whole, and +1.0% for Washington State. (Source: WA State FAFSA Completion Dashboard by Washington Student Achievement Council)

### FINANCIAL AID HIGHLIGHTS

- Project Girl Mentoring Program invited Snohomish STEM and College Success Foundation to join their mentees for a financial aid literacy day where 10 high school senior girls learned financial aid terms and how to use the funding in daily college life.
- Piloted Peer-to-Peer financial aid student navigator with EvCC to support
- Supported and sponsored EvCC Financial Aid Workshop for all Snohomish County high school students Produced 7 Student Centric TikTok-style videos (five in English and two in Spanish) providing valuable summaries and quick tips on financial aid.

### EARLY LEARNING HIGHLIGHTS

- Spring into STEM Early Learning Interactive Series with +950% increase reaching over 1,000 children ages 3-8 years old for a 3-day hybrid series
- CBOs hosted "Watch Parties", including one who supported Spanish-speaking interpretation
- Multigenerational Early Learning: Piloted a 12-week early learning and multi-generational program in partnership with YMCA Snohomish County, Monroe/Sky Valley branch, called "Grown Up & Me Learning Together".
- Sponsored early learning math comprehension project, "Math Anywhere," including providing 1,000 sets of math engagement cards for parents/caregivers and childcare providers, as well as free asynchronous training that offers required STARS or Clock Hours for childcare providers and teachers
- Hosted 1 Coffee Chat in June on Early Learning (Rethinking Workforce Investment, Part 2) with 92 registered via Eventbrite + 25 views on YouTube for 117 attendees/views in total

### BY THE NUMBERS

In 2022, Career Connect Washington Northwest provided support and collaboration for:

#### Community-Based Organizations



33

#### Higher Education Organizations



8

#### K-12 School Districts



4

#### Technology-Based Education



**Sno-Isle TECH Skills Center**



# PTAC

## Technical Assistance

PTAC services are funded in part through a cooperative agreement with the Defense Logistic Agency and Economic Alliance Snohomish County which allows for business owners to receive PTAC services at no cost. Economic Alliance Snohomish County sees the value this program provides to business owners wanting to grow within the government marketplace and has supported this program for many years.

In 2022, the Procurement Technical Assistance Center (PTAC) program in partnership with Economic Alliance Snohomish County provided 100 Snohomish County businesses counseling services in 2022 for a total of 136 hours. Out of the 100 Snohomish County clients, 24 were new to PTAC this year.

### COUNSELING BY DISTRICT

COUNCIL DISTRICT 1	COUNCIL DISTRICT 2	COUNCIL DISTRICT 3	COUNCIL DISTRICT 4	COUNCIL DISTRICT 5
20 Clients 22.5 Counseling Hours	39 Clients 57 Counseling Hours	30 Clients 43 Counseling Hours	4 Clients 2 Counseling Hours	5 Clients 10 Counseling Hours

### WORKSHOPS, LEARNING SESSIONS, OUTREACH EVENTS

PTAC conducted 37 workshops\*, learning sessions & networking events for a total of 451 attendees and 321 unique attendees.

- First Friday Follow Up (PTAC and SBDC available for questions)
- Capability Statement – Writing for Impact
- Snohomish County On-Call Consultant Training
- Writing Successful Proposals
- Creating Extraordinary Elevator Pitches
- Networking Know How
- Teaming Concepts & Strategies
- Dissecting an RFQ – 2 Parts
- Writing Successful Proposals
- Intro to Government Contracting
- Meet the Buyers
- Snohomish County Procurement Training
- Export Training Webinar
- Mariner High School Renovation and Expansion Project Outreach

\* A number of these events held multiple times.

### PTAC IN 2022 BY THE NUMBERS

# \$65,584,347

in contracts awarded to PTAC Clients in Snohomish County in 2022

## Awards made to

**57** unique businesses **by 116** government agencies

**21%** of the awards made from Snohomish County-based school districts, cities, ports, or counties



# SBDC

## Small Business

The Washington Small Business Development Center (SBDC) is a network of business advisors, trainers, and support staff who operate from Washington State University, Western Washington University, several of the state's community and technical colleges, and selected economic development agencies.

SBDC had a total of 710 interactions with a total of 194 unique advising clients from Snohomish County during 2022. A total of 111 new clients were added in 2022.

### COUNSELING BY DISTRICT

COUNCIL DISTRICT 1	COUNCIL DISTRICT 2	COUNCIL DISTRICT 3	COUNCIL DISTRICT 4	COUNCIL DISTRICT 5
38 Clients	50 Clients	44 Clients	23 Clients	39 Clients