



Economic Alliance
SNOHOMISH COUNTY

2022 REVIEW



BRINGING TOGETHER **PRIVATE & PUBLIC PARTNERS**

We are committed to growing and nurturing a vital and globally competitive regional economy. We achieve this by expanding partnerships, developing key resources and building the infrastructure systems creating local and regional employment centers. As a chamber of commerce, we provide networking events, offer business resources and organize high level signature events that convene the County's leadership for key updates and high-level conversations.



253

PROJECTS

In 2022, EASC coordinated 253 projects in various state of development.



95

recruitment projects of new business outside the county to Snohomish County

4

Foreign Direct Investment (FDI)



8

Aerospace related companies BRE or Attraction projects



146

Business Retention and Expansion (BRE) existing business in County



TOP ECONOMIC DEVELOPMENT PROJECTS LANDED FOR 2022

By Capital Investment:

- SanaBiotechnology – Bothell \$100M
- Salacia – Marysville \$20M
- Soli Organics – Marysville \$125M
- No Meat Factory (FDI) – Stanwood \$50M
- Zero Avia (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
- No Meat Factory (FDI) – Stanwood 350 new jobs
- Zero Avia (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.*

363 TOTAL INVESTORS

27 NEW INVESTORS IN 2022

2022

Year In Review

BUSINESS ATTRACTION

EASC offers effective and quantifiable countywide economic development support for the State, County, and its jurisdictions. This results in the expansion of job opportunities, business creation, investment attraction to the County, and engagement and technical support for local jurisdiction economic development strategies, all of which contribute to the growth of the Snohomish County economy.

TRADE SHOWS & MISSIONS

- Select USA
- Farnborough Airshow
- Pacific Marine Expo

95 ATTRACTION PROJECTS



2022

Year In Review

BUSINESS EXPANSION AND RECRUITMENT

As the recognized BRE for Snohomish County, EASC works with local businesses to encourage two-way dialogue with community leaders, give access to business services, and identify businesses that are seeking to expand their workforce.

APPROACH

- Focus on Advanced Manufacturing
- Employers with 35 - 100 employees
- Identify businesses with new patents
- Direct Inquiries

146 BUSINESS VISITS



WHAT BUSINESSES ARE SAYING



Lack of skilled labor and talent continues to be of great concern.



Original Equipment Manufacturers (OEM) site inflation and supply chain issues are the reasons for rising costs that cannot be passed onto the customer.



Access to training and upskill programs with free tuition are needed.



Lack of talent has manufacturers exploring automation to fill the gap. Continue to promote local mechatronic training programs with industry participating in the development of curriculum.



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.

HIGHLIGHTS:

- Provided the Tulalip Tribes TERO Office curated workshops for Registry members.
- Provided US Export Assistance to a local distiller.
- Assisted a Latina distiller to find a production facility.
- Counseled a struggling wine and beverage store in Everett explore new options for service.



ADVOCACY

2022 LEGISLATIVE PRIORITIES

Thriving Communities

- Show our business community we value their participation by:
 - » Only passing down funded mandates
 - » Reducing regulatory overload
 - » Considering the financial burden of new legislation
- Addressing climate change through supporting clean tech innovation along with reasonable economic and regulatory considerations
- Clarifying law enforcement officer responsibility to ensure public safety
- Increase supply of available workforce housing
- Predictable, reasonable, and efficient permitting
- Competitive business incentives

Infrastructure

- Pass a transportation package that recognizes the regional importance and vast needs of Snohomish County
- Honor infrastructure commitments that have been made to the people of Washington
- Collect transportation revenue in a way that is equitable and sustainable
- Digital equity and rural broadband
- Preserve and maintain funds dedicated to public transit

Workforce & Talent

- Invest in local innovation in response to labor market challenges
- Childcare and early learning as means to return to work & investing in our future workforce
- Equitable access to dual credit and post-secondary pathways
- Develop a cybersecurity workforce as a measure of economic resiliency
- A robust data system to inform decision-making and measure progress on equity, diversity and inclusion in talent and workforce








2022

Year In Review

MARKETING AND BRAND MANAGEMENT

TOP 5 HIGHEST READERSHIP

1		EVERETT — Paine Field was Snohomish County's most popular tourist destination — was. Aug 3 • MSN	148M
2		New route alert! Alaska Airlines adds nonstop flight between Everett and Anchorage Aug 26 • Yahoo Finance	45.52M
3		Soll Organic™ to Build First Soil-Based Organic Indoor Farm in Seattle Area Feb 10 • Yahoo Finance	43.16M
4		Representatives Larsen and DelBene discuss Infrastructure Apr 21 • News Break	8.7M
5		State Grant Supports ZeroAvia Project at Paine Field; Governor's Strategic Reserve Fund Grant Aids ... Jan 11 • PR Newswire	6.7M

14,687

Email
Subscribers

6,554

Monthly
Website
Users

SOCIAL MEDIA STATS



1,844
Followers



1,808
Followers



859
Followers



1,199
Followers



91
Followers

#OpportunityLivesHere

2022

Year In Review

COMMUNITY IMMERSION THROUGH EVENTS

- Legislative Kick -Off
- State of Everett
- Economic Forecast & Annual Meeting
- DC Fly-In
- Snohomish County Update
- DEI Forum
- Port Report
- Summer Networking
- North Puget Sound Business Summit
- Public Officials Reception
- State of the Station



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**
- **What Clean Tech Means for Snohomish County**
- **A Look at Infrastructure & JOBS Act Review**
- **Homelessness is a Housing Problem**
- **Transportation Update: ST3 Light Rail Extension**

Featured Latest News Politics & Elections

Representatives Larsen and DelBene discuss infrastructure

April 21, 2022 Kieran 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."

40 SIGNED COMMITMENTS
FROM LOCAL LEADERS

22-014 RESOLUTION
SIGNED BY
COUNTY
EXPRESSING
SUPPORT

1st DEI FORUM HELD IN
DECEMBER OF 2022



SNO
CREATING OPPORTUNITIES DIVERSITY EQUITY
CODE

What is SnoCODE?

A diversity, equity, and inclusion initiative.

Snohomish Creating Opportunities Diversity Equity (CODE) is a collaborative effort to engage, educate, and evaluate.

Desired Outcomes

- » Increase diversity throughout the region's workforce at all levels of employment.
- » Increase the number of BIPOC-owned businesses.
- » Increase community and quality of life satisfaction for underrepresented populations.

About SnoCODE

The SnoCODE committee will meet monthly to engage in conversations and trainings. There will be opportunities for networking, resource sharing, and mentorship.

Why join this initiative?

Because we cannot afford not to. We are stronger together. Snohomish County is home to diverse communities, and as leaders, we need to build inclusive and equitable systems.

As a community, we need to make it clear: *Opportunity lives here, for all.*

2022

Year In Review



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.

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

2022

Year In Review

SBTRC

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.
- Participated in 14 Washington-based Workshops.
- Met with 111 businesses at the Port of Seattle sponsored Advance PortGen.
- Coordinated a Snohomish County site visit for the Office of Small & Disadvantaged Business Utilization Director, Shelby Scales in May of 2022.



2022

Year In Review

COUNSELING BY DISTRICT

COUNCIL DISTRICT 1

20 Clients
22.5 Counseling Hours

COUNCIL DISTRICT 2

39 Clients
57 Counseling Hours

COUNCIL DISTRICT 3

30 Clients
43 Counseling Hours

COUNCIL DISTRICT 4

4 Clients
2 Counseling Hours

COUNCIL DISTRICT 5

5 Clients
10 Counseling Hours

COUNSELING BY DISTRICT

COUNCIL DISTRICT 1

38 Clients

COUNCIL DISTRICT 2

50 Clients

COUNCIL DISTRICT 3

44 Clients

COUNCIL DISTRICT 4

23 Clients

COUNCIL DISTRICT 5

39 Clients

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 IN 2022 BY THE NUMBERS

710 Interactions

194 Snohomish County Unique Advising Clients

111 New Clients





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THANK YOU

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